

## ISSUES FACED BY WORKING WOMEN TOWARDS E-BIKE

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### ABSTRACT

Women prefer e-bike because of their small manageable size, low pricing, maintenance, and availability of loans on liberal terms. This research paper aims at exploring e-bike brand preferred by working women and variables associated with level of issues faced by working women while using 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, Weighted Average Ranking and Chi-square test have been used to analyze the data. The study reveals that among the different types of e-bike brands, the first rank is given to “Hero”, brand followed by “TVS”, “BAJAJ”, “OLA” “ATHER” and “REVOLT”. It is inferred that majority of the working women prefer “HERO” e-bike brands. The issues faced by working women towards e-bike are Less Number of Charging Stations, Limited Choice, Re-charging takes Time, Less Popular, Lack of Shaded Place for Parking and High Price. Chi-square test reveals that there exists a significant association between Age, Type of Family, Period of Usage, Type of e-bikes and Level of issues faced by working women while using e-bikes.

**Keywords:** Working women- E-bike-Brand-Issues.

### INTRODUCTION

In this technological era women prefer e-bike because of their small manageable size, affordable price and maintenance. Majority of women, especially the youngsters prefer two-wheeler rather than car. Large varieties of e-bikes are available in the market, known for their latest technology and enhanced mileage. 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. Sheela Srivastava and Sivakoti Reddy (2011) founds that majority of the customers are satisfied with price and availability of spare parts in the local market of the vehicles but customers are not satisfied with the insurance policy of the companies. Even though there are many advantages there are some problems like it can be used only for short distance, fear of use, less number of charging stations etc. In this regard the present study briefs about issues faced by working women towards e-bike.

### REVIEW OF LITERATURE

**Ukesh, Chandra Kumar and Gangaiselvi (2022)** in their research made an attempt to study on post purchase behaviour of electric two wheelers consumer in coimbatore city. The data for the study have been collected by issuing questionnaire to

200 respondents. The data have been analysed using Kendall's and co-efficient of concordance. The finding of the study suggests that better services expected by the respondents for improving their sustainability. **Sivasakthi and Geethanjali (2020)**, in her study made an attempt to know the customer satisfaction towards ampere electronic bike with special reference to Coimbatore City. The data for the study have been collected by issuing questionnaire to 120 respondents by adopting random sampling techniques. The data have been analysed using simple percentage and ranking analysis. The finding of the study suggests that advertisement affects to buy E-bike. Customers feel the price of ampere e-bike is moderate and used only for short distance because of low battery backup.. **Dhivya Priya and Boopathi (2023)**, in their study made an attempt to identify the consumer's awareness and satisfaction towards electric bikes with respect to Coimbatore City. The data for the study have been collected by interview schedule from 117 respondents by using snowball sampling method. The data have been analysed using simple percentage, ANOVA, Mean Score Rank. The result of the study reveals that gender, age and educational qualification positively significant impact on consumers awareness and satisfaction towards electric bike. It is also found the majority of them have fear of using electric bike.

### STATEMENT OF THE PROBLEM

In the modern world e-bike have the sounds to attract the women consumers. The societal changes will have a strong impact on the nature of environment. Over last two decades electric bikes have been around but the sales of these bikes have increased during last five years. This cost-effective e-bike offers accurate solution to transport and environmental pollution problems. Goutham and Kumaran (2021), found that there is no association between monthly income and price of vehicle. It is also found that e-bikes are utilized just for the short distance due to low battery limit. In this context, it becomes imperative to identify the issues faced by working women while using e-bikes? In order to find answers to the questions raised, the present study is undertaken.

### OBJECTIVES OF THE STUDY

The following are the objectives of the study

- To know the e-bike brand preferred by working women.
- To examine the variables associated with the level of issues faced by working women while using e-bikes.

### Research Methodology

The study is based on primary data collected through issue of well-structured questionnaire. It contains questions relating to the e-bike brand preferred, issues faced by working women while using e-bike. A sample of 110 working women in Pollachi Taluk has been selected by adopting convenience sampling method. Simple Percentage, Weighted Average Ranking and Chi-Square test have been used to analyze the data.

### DATA ANALYSIS

The findings of the study are divided into three sections namely; e-bike brand preferred by working women, issues faced by working women towards e-bike and variables associated with level of issues faced by working women while using e-bikes are showed in the following paragraphs.

#### (i) E- BIKE BRANDS- WEIGHTED AVERAGE

The weighted average ranking is used to know the most preferred e-bike brand by working women.

**Table: 1 E- BIKE BRANDS- WEIGHTED AVERAGE**

E-BIKE BRANDS	1	2	3	TOTAL	RANK
OLA	54	100	42	196	IV
ATHER	78	106	31	215	V
REVOLT	120	86	27	233	VI
BAJAJ	39	78	58	175	III
TVS	30	86	57	173	II
HERO	42	66	63	171	I

It is observed that from the above analysis that among the different types of e-bike brands, the first rank is given to “Hero”, brand followed by “TVS”, “BAJAJ”, “OLA” “ATHER” and ” REVOLT”. It is inferred that majority of the working women prefer “HERO” e-bike brands.

#### (ii) ISSUES FACED WHILE USING E-BIKE

The table below shows the classification of working women based on the issues faced while using e-bike

**Table: 2 ISSUES FACED WHILE USING E-BIKE**

ISSUES	STRONGLY	AGREE	DISAGREE
Less Number of Charging Stations	5 (4.55%)	49 (44.55%)	56 (50.90%)
Limited Choice	7 (6.36%)	68 (61.82%)	35 (31.82%)
Re-charging takes Time	16 (14.55%)	51 (46.36%)	43 (39.09%)
Less Popular	14 (12.73%)	57 (51.82%)	39 (35.45%)
Lack of Shaded Place for Parking	11 (10.00%)	64 (58.18%)	35 (31.82%)
High Price	14 (12.73%)	51 (46.36%)	45 (40.91)

Source: Primary data

It is inferred from the above table that among working women using e-bike

- Most (44.55%) agree that less number of charging stations is an issue for them to purchase e-bike
- Majority (61.82%) of working women agree that limited choice is an issue for them to purchase e-bike
- Most (46.36%) of working women agree that more re-charging time taken by e-bike is an issue

- Majority (51.82%) of working women agree that less popular is also an issue for them to purchase e-bike
- Majority (58.18%) of working women agree that lack of shaded place for parking is an issue for them to purchase e-bike
- Most (46.36%) of working women agree that high price is an issue for them to purchase e-bike

### (iii) Variables Associated with Level of Issues Faced by Working Women using e-Bike

To identify the association between the select variables and level of issues faced by working women towards e-bike, the Chi-square test has been employed.

**Table: 3 Variables Associated with Level of Issues Faced by Working Women using e-Bike**

Variables	d.f	Calculated $\chi^2$ Value	Table Value 5% Level
Area	4	0.871	9.488
Age	6	14.737	12.592
Marital Status	2	0.172	5.991
Type of family	2	7.217	5.991
Educational Qualification	4	4.367	9.488
Occupation	2	0.440	5.991
Monthly Income	6	7.483	12.592
Family Income(Per Month)	6	1.872	12.592
Period of Usage	4	12.336	9.488
Sources of Information	6	6.329	12.592
Type of E-Bikes	4	10.637	9.488

Source: Primary data

It has been found that there exists a significant association between age, type of family, period of usage, type of e-bikes and level of issues faced by working women while using e-bikes.

### SUGGESTIONS

Based on findings and suggestions given by the working women at the time of data collection the following suggestions are put forth.

- Number of charging stations may be opened in different spots.
- More promotional activities can be increased to create awareness for e-bike as many are not aware of them
- Affordable price should be fixed to attract working women.
- Producers are suggested to come up with more developed batteries and their life time has to be enhanced
- Service centres can be increased to solve the problems and needs of the customers when needed.

## CONCLUSION

It is found that age, type of family, period of usage and type of e-bikes have significant association with level of issues faced by working women towards e-bike. The issues faced by working women towards e-bike are less number of charging stations, limited choice, Re-charging takes time, less popular, lack of shaded place for parking and high price. This study helps the marketers and stakeholders to know about the issues faced by working women while using e-bike and to develop the product according to their requirements and increase the sales.

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