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# A STUDY ON "CUSTOMER SATISFACTION TOWARDS OLA ELECTRIC SCOOTERS IN HYDERABAD".

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## ABSTRACT

The marketing department's project, "A Study on Customer Satisfaction towards Ola Electric Scooters in Hyderabad". It was an extreme viewpoint for me to accomplish a project at Ola Electric Mobility. Customer satisfaction is a phrase used to describe how satisfied customers are with the things that the firm offers. The degree of satisfaction assessed to obtain feedback on the product, availability, quality, cost, etc. Everything regarding the history of electric cars and the origins of electric scooters in the country is covered in the industry profile. The company's nature, vision, mission, quality policy, and SWOT analysis are all included in the company profile. Customer happiness is not the same as offerings, quality, or pricing, for example. The issue that the problem statement addresses is the industry's players must improve the customer experience, as well as consumer loyalty and happiness with Ola electric scooters. A scooter classified as an electric scooter is one that is propelled by rechargeable batteries using electric motors. During the 19th century, when electricity was the primary method of motor vehicle operating, EVs were first introduced. They offered a degree of convenience and activity simplicity that the gas scooters of the day could not equal. For over a century, fuel scooters were the primary source of energy for scooters and cars. Other vehicle types, such as trains and smaller scooters, continued to use electric power. The twenty-first century has seen a rebirth of electric vehicles (EVs) due to mechanical events. A stronger focus on clean energy sources and a predicted decline in the negative effects of transportation on air pollution and global warming. The electric scooter is included among the top 100 modern ways to combat climate change by Project Drawdown.

**Key words:** Rebirth of electric vehicles, SWOT analysis, combat climate, Electric Mobility.

## INTRODUCTION

Among the earliest cars to be manufactured were electric ones, which by the middle of the 1800s were outperforming bigger, more potent internal combustion engines in terms of both speed and range. Baker Electric, Columbia Electric, Detroit Electric, and other businesses created them. They

used to outsell scooters with gas engines. In the United States during the 19th century, electric scooters made up 28% of all scooters on the road. President Woodrow Wilson and his top government aides came to Washington, D.C. in the Melbourne Electric, an electric car that could go 60–70 miles on a single charge, as the popularity of these cars soared. Throughout the first ten years of the 20th century, the majority of passenger scooter producers moved to gas-powered scooters, despite the fact that electric vehicles remained a niche product until the 1920s. A number of things have led to a

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decrease in the popularity of electric vehicles. Enhancing pavement regulations necessitated greater accessibility than electric scooters; additionally, the development of sizable gas stations in Texas, Oklahoma, and California resulted in the extensive accessibility of internal combustion to generate reasonably priced fuel, rendering scooters more costly for extended travel. The fact that electric scooters are occasionally promoted as a luxury automobile for ladies may have angered some male clients. The internal combustion-controlled scooter has also been demonstrated to function with more ease. Thanks to Charles Kettering's discovery of the electric bike in 1912, Hiram Percy Maxim in 1897 produced the ICE scooter, which eliminated the need for a hand crank to turn the gasoline engine and made the noise more bearable. The adjacent metropolitan regions' road renovation made the ICE series of automobiles uncompetitive. Eventually, in 1913, Henry Ford started manufacturing gas-powered scooters in large quantities, which significantly brought down the price of both gas-powered and electric scooters. In 2013, the Indian government released the "Public Electricity Mobility Mission Plan 2020" to solve concerns pertaining to national energy security. Pollution from cars and an improvement in indoor assembling abilities. The Indian government intends to implement a significant switch to electric scooters by 2030 in compliance with its commitment made in the Paris Agreement.

## REVIEW LITERATURE

As of my last knowledge update in January 2022, I don't have access to specific literature or the latest research on "Customer Satisfaction towards Ola Electric Scooters in Hyderabad." However, I can guide you on how to review literature for your study and suggest potential sources and areas to explore.

- **Research Papers and Journals:** Look for research papers, articles, and journals that discuss customer satisfaction in the context of electric scooters or similar modes of transportation.
- **Electric scooter in India**: India is the home of a developing electric vehicle industry. To boost the amount of power in the nation, the federal and state governments have developed policies, programs, and standards. The switch from internal combustion engine (IC) drives to electric vehicle management has substantially helped the nation, but there are still issues, such a lack of infrastructure for charging electric vehicles. Expensive and plentiful sources of eco-friendly power. Nonetheless, a number of new players have entered the market, including internet firms, manufacturers, application-based transmission network providers, and organizations that offer portability arrangements, all of which are helping to make electric vehicles more widely available. Land Transport Minister Nitin Gadkari expressed confidence that "India will be the centre of assembly of electric scooters in the next five years" when speaking on behalf of the Government Policy Association. He also mentioned that certain nations would rather avoid doing business with China. COVID-19 presents both an emergency and a chance for India. In order to establish India as the next major hub for the manufacture of electric scooters, Pastor advised Indian automakers to support the advancement of electric cars and concentrate on developing substitutes for lithium-ion battery technology. "India is going to be the factory of choice for producing electric vehicles—motorcycles, scooters, and cars—in the next five years. The fact that many nations have lost interest in controlling China is another unanticipated beneficial development. India

now has a lot of promise in this regard, according to Gadkari. Later on, Gadkari used the term in his "Electric Vehicle Roadmap in India" online course. The cleric moved into the area of electric vehicles when ties between China and India are already strained following the June 15–16 cyber standoff that claimed the lives of 20 Indian fighters.

- **Central administration:** The administration employed a two-pronged approach that highlighted producers and consumers. To incentivize local businesses to construct these scooters, it has suggested raising import fees and offering $1.4 billion in consumer incentives. The government funds public transportation first most of the time through sponsorships, which are mostly for motor vehicles, bicycles, and three-wheelers. The plan also allots $140 million for the construction of charging infrastructure, assisting in the expansion of India's electric vehicle market. Energy Efficiency Services Limited (EESL) has purchased 10,000 electric scooters under open lease and contract from manufacturers who have been tipped off. 10,000 EVs are purchased by EESL, and the cost of electric vehicles drops significantly.
- **Economy plan for public electric mobility, 2020:** In order to increase people's energy security, the Indian government introduced the National Electric Mobility Plan 2020 in 2012. This plan focused on the development of hybrid and electric scooters. Twenty-two percent of the GDP of the automotive industry comes from the assembly sector. The commitment of the whole financial community will climb to 25% by 2022 thanks to the new production system. According to the National Electric Mobility Mission Plan, thirty percent of Indian cars will be electric by 2030.
- **The swift acceptance and manufacturing of hybrid and electric scooters:** An initiative by the government called FAME aims to promote the use of hybrid and electric scooters, increase their production, and offer financial incentives to those who buy them. The plan was divided into two phases: the first, which ran from 2015 to 2019, and the second, which began in 2019 and is scheduled to end in 2022.To modernize the nation's pricing system, the government releases bids. with 1800 rupees in incentives. The scheme offers discounts for electric and hybrid scooters, with prices starting at Rs.1.38 lakh for scooters and Rs. 29,000 for motorcycles and cruisers.
- **The electric mission goes on:** In order to encourage the use of electric kitchen appliances and mobility scooters while maintaining the energy security of the country, the government created the Go Electric Mission in 2021. At the event's opening, Nitin Gadkari, Minister of Roads and Highways Transport, introduced Go Electric as India's next big supplier of affordable, eco-friendly electrical products.

# METHODOLOGY

## STATEMENT OF THE PROBLEM

Providing client loyalty and contentment should be the primary goal of every organization, since it is the primary factor in determining the organisation's success and happiness. Thus, "**A STUDY ON CUSTOMER SATISFACTION TOWARDS OLA ELECTRIC SCOOTER IN HYDERABAD"** is the topic I have selected.

## NEED OF STUDY

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Given that the electric scooter market is currently experiencing excessive growth and that electric scooters require less maintenance than other vehicles, companies would do well to comprehend their customers' needs and help them select the best electric vehicle.

## OBJECTIVES

1. To determine the degree of client happiness and loyalty.
2. To become aware of the safety and operational aspects offered by manufacturing businesses.
3. To determine the efficiency of service centre's in offering their clients the finest after-sale support.
4. To understand the general perception that consumers have about electric scooters.

## SCOPE OF THE STUDY

This study offers valuable insights into consumer loyalty and happiness with Ola electric scooters in Hyderabad. The findings may be used by service providers to improve their service delivery model. It is beneficial to comprehend what their clients anticipate from them and to plan a technique to boost customer contentment and loyalty.

## DATA COLLECTION

A research design is a 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.

**Primary data:** Collected go through questionnaire from 100 customers OLA EV scooter under Convenience Sampling method.

**Secondary data:** data used for used for my project is collected through corporate profile of the company, internet, different books and reports.

## DATA ANALYSIS AND INTERPRETATION

### 1. GENDER WISE RESPONDENTS

**Table: 1**

| PARTICULARS | NO OF RESPONDENTS | % OF RESPONDENTS |
|---|---|---|
| **Male** | **77** | **77%** |
| **Female** | **23** | **23%** |
| **Total** | **100** | **100%** |

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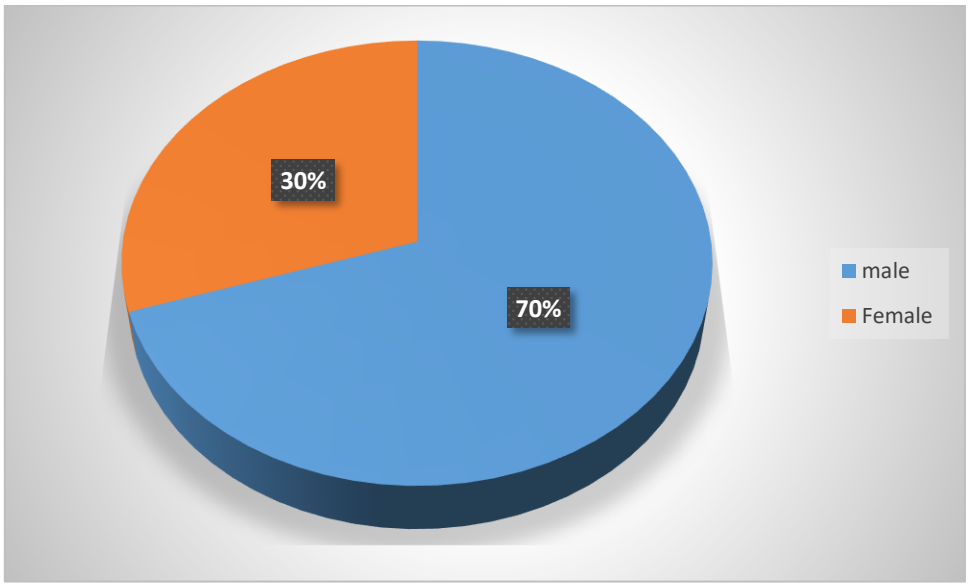
**Chart: 1**




**Interpretation:**

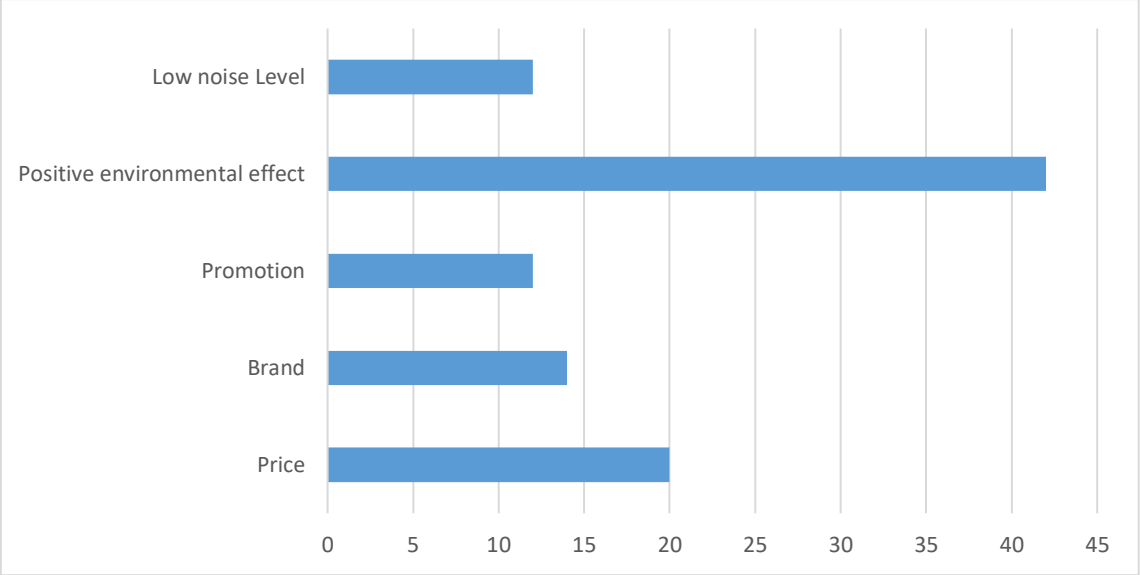
- It is clear from the preceding data that 23% of respondents are women and 77% of respondents are men.
- It is evident from the aforementioned graphs that male respondents make up the majority of the sample.

2. **OLA EV'S SATISFIYING CUSTOMER NEEDS COMPARED TO FUELED SCOOTER**

**Table: 2**

| PARTICULARS | NO OF RESPONDENTS | % OF RESPONDENTS |
|---|---|---|
| **Agree** | **56** | **56%** |
| **Strongly Disagree** | **30** | **30%** |
| **Neither Agree nor Disagree** | **3** | **3%** |
| **Disagree** | **4** | **4%** |
| **Strongly Disagree** | **7** | **7%** |
| **Total** | **100** | **100%** |

**Chart: 2**




**Interpretation:**

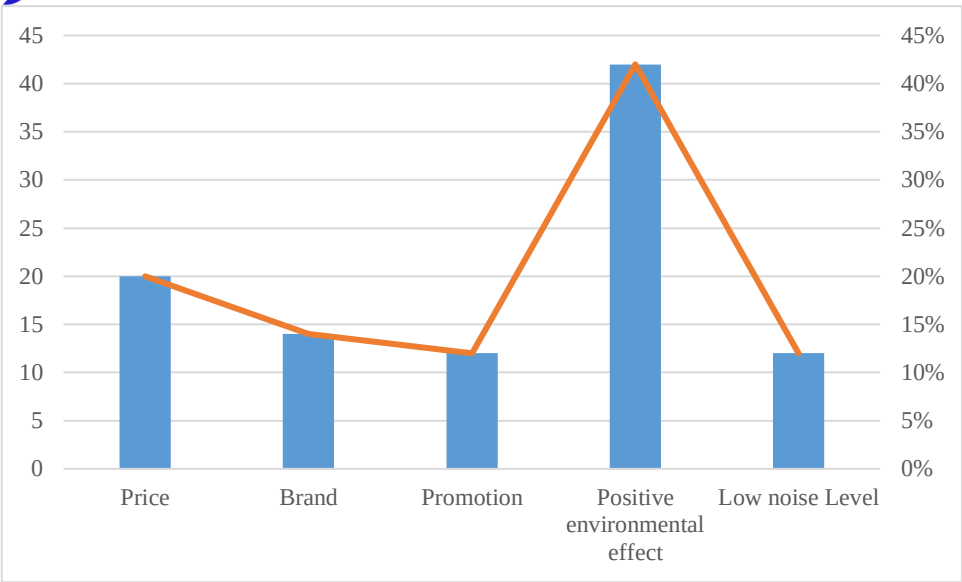
- The above table shows that 56 percent of customers think that OLA EVs are more likely to match customer requests than gasoline scooters, whereas 30 percent strongly disagree, 3 percent neither agree nor disagree, 4 percent disagree, and 7 percent severely disagree.
- The aforementioned graph makes it evident that, in comparison to other fuel-powered scooters on the market, the vast majority of respondents believe that electric scooters meet client demands.

## 3. FACTORS INFLUENCING TO BUY OLA ELECTRIC SCOOTER

**Table: 3**

| PARTICULARS | % OF RESPONDENTS | % OF RESPONDENTS2 |
|---|---|---|
| **Price** | **20** | **20%** |
| **Brand** | **14** | **14%** |
| **Promotion** | **12** | **12%** |
| **Positive environmental effect** | **42** | **42%** |
| **Low noise Level** | **12** | **12%** |
| **Total** | **100** | **100%** |

**Chart: 3**




**Interpretation:**

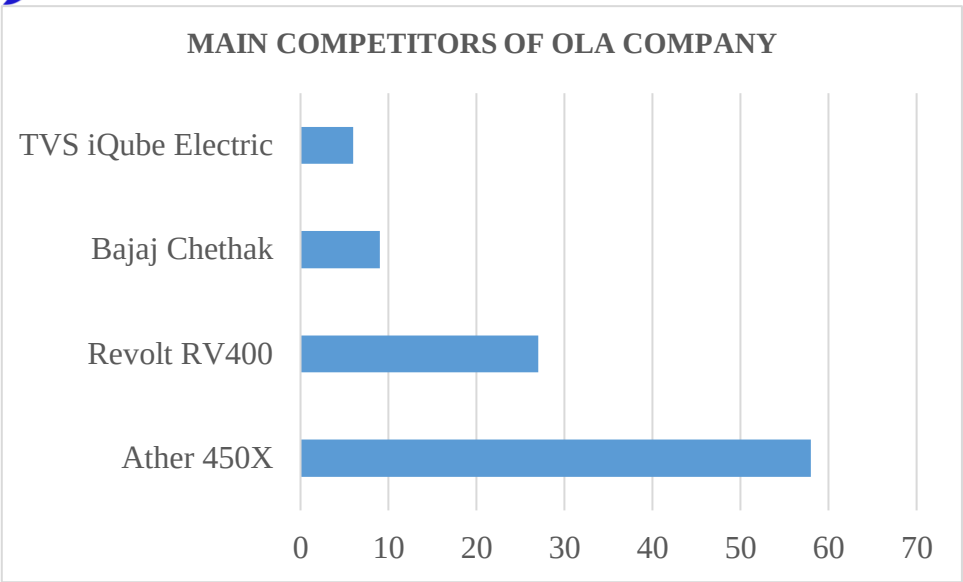
- The analysis of the above table shows that 42% of respondents cite having a good environmental impact as a factor influencing their decision to buy an electric scooter, followed by 20% who cite price, 14% who cite brand, 11% who cite promotion, and 11% who cite low noise level.
- The above graph makes it evident that the overwhelming majority of respondents believe that having a good environmental impact encourages them to buy an electric scooter.

**4. MAIN COMPETITORS OF THE COMPANY**

**Table: 4**

| PARTICULARS | NO OF RESPONDENTS | % OF RESPONDENTS |
|---|---|---|
| **Ather 450X** | **58** | **58%** |
| **Revolt RV400** | **27** | **27%** |
| **Bajaj Chethak** | **9** | **9%** |
| **TVS iQube Electric** | **6** | **6%** |
| **Total** | **100** | **100%** |

Chart: 4




**Interpretation:**

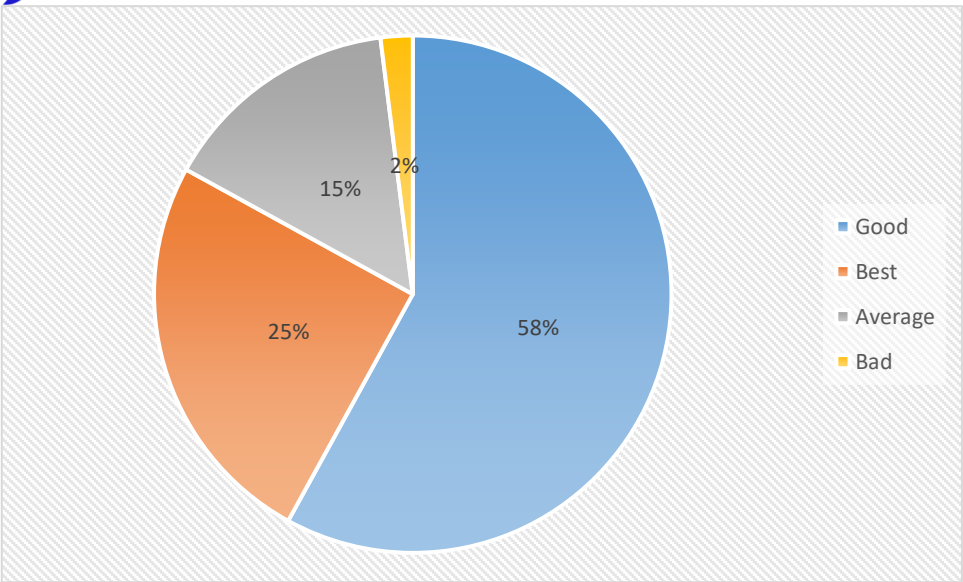
- We can infer from the above table that 58 percent of respondents think the Ather 450 X is the main rival, 27 percent think the Revolt 450 X is the main rival, 9 percent think the Bajaj Chethak is the main rival, and 6 percent think the TVS iQube is the main rival.
- The aforementioned graph makes it evident that the vast majority of respondents view Ather 450X as our company's primary rival.

**5. PERFORMANCE OF OLA ELECTRIC SCOOTER COMPARED TO OTHERS**

**Chart: 5**

| Particulars | No of Respondents | % of Respondents |
|---|---|---|
| Good | 58 | 58% |
| Best | 25 | 25% |
| Average | 15 | 15% |
| Bad | 2 | 2% |
| Total | 100 | 100% |

Chart: 5




**Interpretation:**

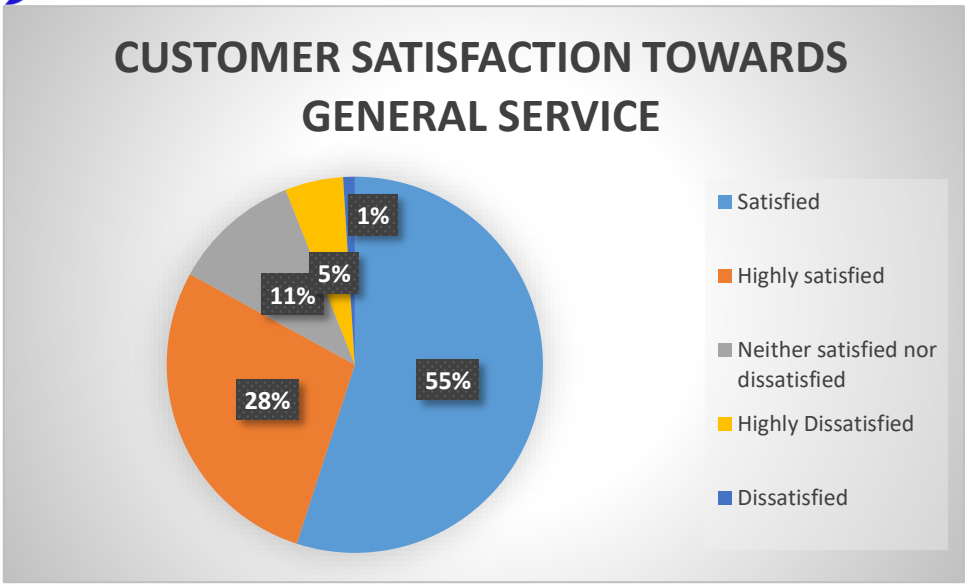
- The data above shows that, when compared to other models on the market, 58% of respondents are pleased with the Ola Electric scooter's performance, 25% are satisfied with the best, 15% are satisfied with the average, and 2% are satisfied with the worst.
- It is clear from the following graph that most respondents were satisfied with the Ola electric scooter's performance when compared to other electric scooters.

## 6. CUSTOMER SATISFACTION TOWARDS GENERAL SERVICE FACILITIES PROVIDED BY COMPANY

**Chart: 6**

| Particulars | No of Respondents | % of Respondents |
|---|---|---|
| Satisfied | 55 | 55% |
| Highly satisfied | 28 | 28% |
| Neither satisfied nordissatisfied | 11 | 11% |
| Highly Dissatisfied | 5 | 5% |
| Dissatisfied | 1 | 1% |
| Total | 100 | 100% |

**Chart: 6**




**Interpretation:**

- It is clear from the above table that, when it comes to the general service facilities offered by the company, 55% of respondents are satisfied, 28% are extremely satisfied, 11% are neither satisfied nor dissatisfied, 5% are highly dissatisfied, and 1% are dissatisfied.
- The aforementioned graph makes it very evident that the vast majority of respondents are happy with the business.

## 7. CUSTOMER SATISFACTION AS OVERALL ON OLA EV'S

### Table: 7

| Particulars | No of Respondents | % of Respondents |
|---|---|---|
| Satisfied | 63 | 63% |
| Highly satisfied | 22 | 21% |
| Neither satisfied nor dissatisfied | 11 | 11% |
| Highly Dissatisfied | 3 | 3% |
| Dissatisfied | 1 | 1% |
| Total | 100 | 100% |

### Chart: 7

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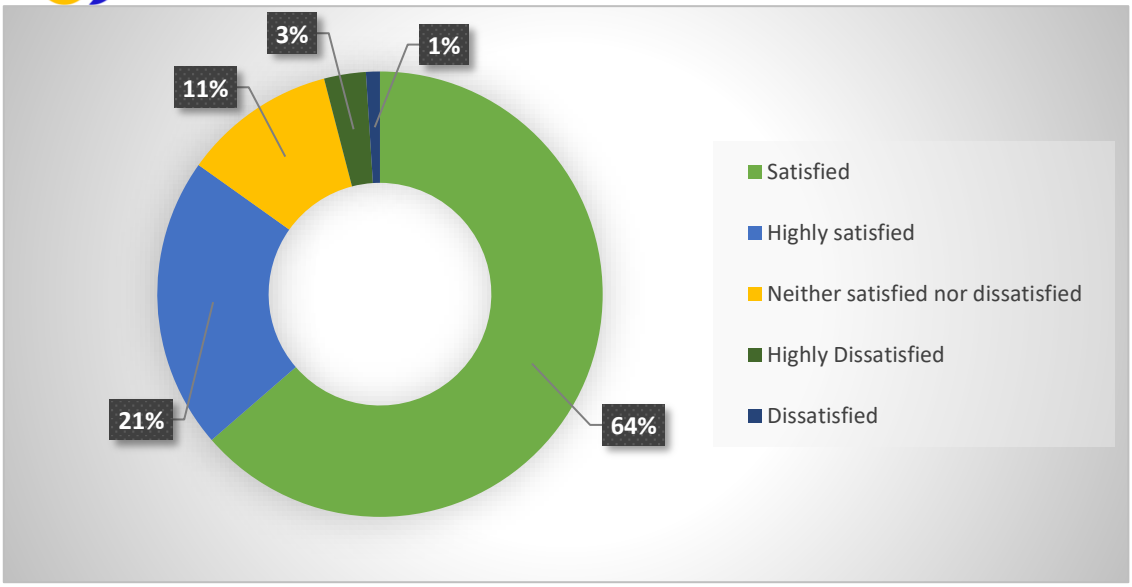


**Interpretation:**

- The aforementioned statistics show that, among respondents, 63% are happy, 22% are highly satisfied, 11% are displeased with the company, and 14% are neither content nor discontent.
- The aforementioned graph makes it very evident that the vast majority of respondents are happy with the business.

## Questionnaire results and discussion

- When compared to other fuel-powered scooters, the vast majority of responders (56%) believe that Ola EVs meet consumer demands.
- The vast majority of respondents (91%) stated that owning an electric scooter can result in significant financial savings.
- The vast majority of responders (58%) believe that Ola electric scooters require little upkeep.
- The vast majority of respondents (42%) indicated that the favourable environmental impact of purchasing an electric car was a motivating factor.
- A resounding majority of respondents (58%) state that Ather 450x is the primary rival.
- The vast majority of responders (60%) stated that Ola electric scooters are reasonably priced.
- The vast majority of responders (61%) said that social media is how they learned about Ola's electric car.
- The majority of respondents (51%) rank Ola's electric mobility advertising strategies as Very Good.
- The majority of responders (63%) are happy with their Ola electric scooter.
- The majority of responders (58%) believe that the Ola S1 Pro is doing well.
- The majority of respondents (55%) are happy with the company's general service offerings.
- The vast majority of responders (88%) would recommend actual showrooms over online window booking.

## CONCLUSION

I have learned a great deal about Ola Electric Mobility and electric vehicles from

the report mentioned above. The survey's results make it evident that while a greater percentage of users are happy with the Ola S1 Pro, the business still needs to upgrade the scooter's software (Cruise Control, Bluetooth). Also, the business should have real showrooms instead of an online booking window to better serve its customers. We can infer that, at the moment, every consumer who uses an Ola S1 Pro electric scooter is satisfied with the product's built quality, performance, and quality.

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