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A STUDY ON CUSTOMER SATISFACTION OF OLA E-SCOOTERS IN COIMBATORE

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ABSTRACT

This study focuses on analyzing consumer behaviour, satisfaction levels, and brand preferences related to electric scooters, with a particular emphasis on Ola Electric. Ola Electric, a subsidiary of ANI Technologies, has emerged as a significant player in India's EV sector, leading the electric scooter market with innovative manufacturing strategies and a commitment to sustainability. The research aims to identify the key factors influencing consumer purchases, compare satisfaction across major EV brands, and examine the role of social and economic characteristics in brand selection. The study is conducted in Coimbatore with a sample size of 100 respondents, using primary data collected through questionnaires. Tools like percentage analysis, chi-square tests, ranking methods, and Likert scale analysis are used to derive insights. The research also highlights the challenges faced by electric scooters, including battery maintenance, limited performance, and charging infrastructure issues. The study aims to offer valuable insights for improving EV adoption and enhancing customer satisfaction in the Indian market.

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1.INTRODUCTION

Ola Electric was established in 2017 as a wholly-owned subsidiary of ANI Technologies, the parent entity of Ola Cabs. The company was started to reduce emission and fuel dependency of Ola's cabs, and shift to mass electric mobility; a pilot program was launched in Nagpur in May 2017 by setting up charging stations across the city and procuring electric cabs, e-buses, and e-rickshaws from OEM partners. In April 2018, it announced that it aims to have 1 million electric vehicles in its cab service by 2022.

Ola electric mobility stylized as ola electric is an indian electric two-wheeler manufacturer, based in bangalore. It has a manufacturing facility located in krishnagiri, tamilnadu, which is india's largest two-wheeler ev manufacturing factory. In 2023, the company led the electric scooter market in india, with a 30% share. The factory, named the ola future factory, is spread in a 500-acre, automated complex located in pochampalli town in krishnagiri district of tamil nadu. The company claimed it will be the largest two-wheeler factory in the world with an annual production capacity of 10 million units. The first electric scooter was produced on 15 august 2021. By january 2022, it was manufacturing nearly a thousand electric scooters daily. As of 2024, Ola Electric sources batteries for its electric scooters from LG Energy Solution and CATL.

The company has announced that it would transition to using batteries from its own manufacturing facility, the Ola Gigafactory in Pochampalli, which is anticipated to commence commercial production of lithium-ion batteries in 2025.

Ola is a leading Indian ride-hailing company that revolutionized the way people commute. Founded in 2010 by Bhavish Aggarwal and Ankit Bhati, Ola has rapidly grown to become one of the largest ride-sharing platforms in India and has expanded its operations internationally. The company offers a wide range of services, including ride-hailing for cars, auto-rickshaws, and even electric vehicles, catering to the diverse transportation needs of urban commuters. Ola’s platform connects passengers with drivers through its user-friendly mobile app, providing an affordable, convenient, and reliable way to travel. Apart from ride-hailing, Ola has ventured into other sectors, including food delivery (Ola Foods) and financial services, continually expanding its influence in the digital economy. Through its innovation, Ola has contributed to shaping the future of urban mobility while addressing the challenges of traffic congestion, pollution, and accessibility.

Ola's success can be attributed to its innovative approach and adaptability in a rapidly changing market. The company initially began as a platform focused on offering taxi services but quickly expanded its services to include auto-rickshaws, bike taxis, and, more recently, electric vehicles (EVs) through its initiative Ola Electric. With a commitment to sustainability, Ola Electric aims to promote the use of eco-friendly transportation alternatives to reduce carbon emissions and fight pollution. Ola operates through its convenient mobile app, where users can book rides at competitive prices, and drivers benefit from a flexible work schedule. The company

also offers a range of pricing options, from budget-friendly rides to premium services. Ola has implemented a number of innovative features within the app, including ride-sharing options, in-app payment, real-time tracking, and driver ratings, enhancing both rider and driver experiences. In addition to its core ride-hailing business, Ola has expanded into international markets, including Australia, New Zealand, and the United Kingdom. Its entry into these markets has helped Ola diversify its operations and reach a broader customer base. Furthermore, Ola has partnered with various local businesses and government initiatives to improve infrastructure and transportation networks in the cities it serves. One of Ola's most ambitious ventures is Ola Electric, which focuses on the development and production of electric vehicles.

2. LITRATURE MAIN CONTENTS

2.1 OBJECTIVES OF STUDY

- To ascertain the factors influencing the purchases of ola E-scooters.
- To identify the brand preference for various Electric scooters.
- To identify, compare and contrast the consumer satisfaction of E- scooters.

2.2 SCOPE OF STUDY

The study covers the overall information about the Electric scooters. Also understanding their strategy in business profit. Analysing the quality of the product.it is aim to know the purchasing behaviour & satisfaction level of the customers towards various Electric scooters brands. The study gives a detailed information about the E-scooters and its also shown the customer satisfaction of ola E-scooters.

2.3 STATEMENT OF PROBLEM

People all over the country prefer to travel on bikes, which gives them utility and cost efficient mode for transport. When it come to electric bikes are even better than normal bikes as there is no fuel consumption in electric bikes and in countries like India where there majority are of middle class families who cannot afford high fuel prices.

2.4 RESEARCH AND METHODOLOGY

Research methodology is a way to systematically solve the research problem and is the backbone of the study and is primarily based on the primarily based on primary data collected through questionnaire from the peoples.

2.5 COLLECTION OF DATA

The data was collected through questionnaire.

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- The sample size was 110.
- The area of study was Coimbatore.
- Data's used in this study was both primary and secondary data's.

3.ANALYSIS AND DISCUSSION

TABLE:3.1

MODELS OF OLA E-SCOOTERS

S.NO	MODELS	TOTAL RESPONSES	SIMPLE PERCENTAGE
1	Ola S1	19	17.3
2	Ola S1 Pro	28	25.5
3	Ola S1 Z	25	22.7
4	Ola S1 X	28	25.5
5	Ola S1 Air	10	9.1
	TOTAL	110	100%

***SOURCE:** PRIMARY DATA

Interpretation: The above table indicates that out of 110 respondents (17.3%) of using ola s1. (25.5%) of using ols s1 pro. (22.7%) of using ola s1z. (25.5%) of using ola s1 x. (9.1%) of using ola s1 air.

Inference: The study shows that most of the members are using ola S1 pro.

CHART NO: 3.1

MODELS OF OLA E-SCOOTERS

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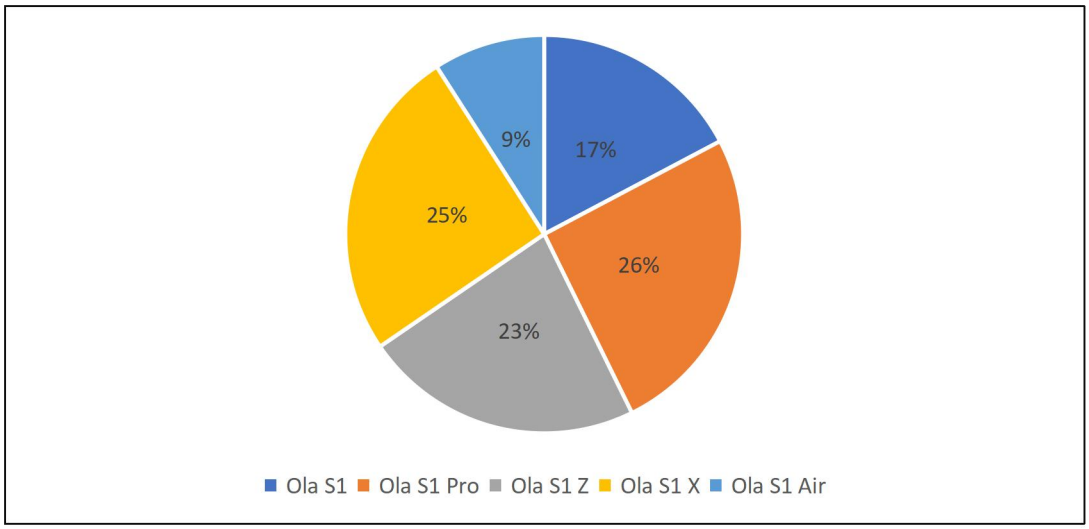

TABLE:3.2
FULL CHARGING TIME

S.NO	FULL CHARGING TIME	TOTAL RESPONSES	SIMPLE PERCENTAGE
1	4-6 hours	48	43.6
2	6-8 hours	25	22.7
3	Less than 4 hours	25	22.7
4	More than 8 hours	12	10.9
	TOTAL	110	100%

***SOURCE:** PRIMARY DATA

Interpretation: The above table indicates that out of 110 respondents (43.6%) of takes to full charging time in 4-6 hrs. (22.7%) of takes to full charging time in 6-8 hrs. (22.7%) of takes to full charging time in less than 4 hrs. (10.9%) of takes to full charging in more than 8 hrs.

Inference: The study shows that majority of them are takes time to full charging at (43.6%) 4-6 hours.

CHART NO: 3.2

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FULL CHARGING TIME

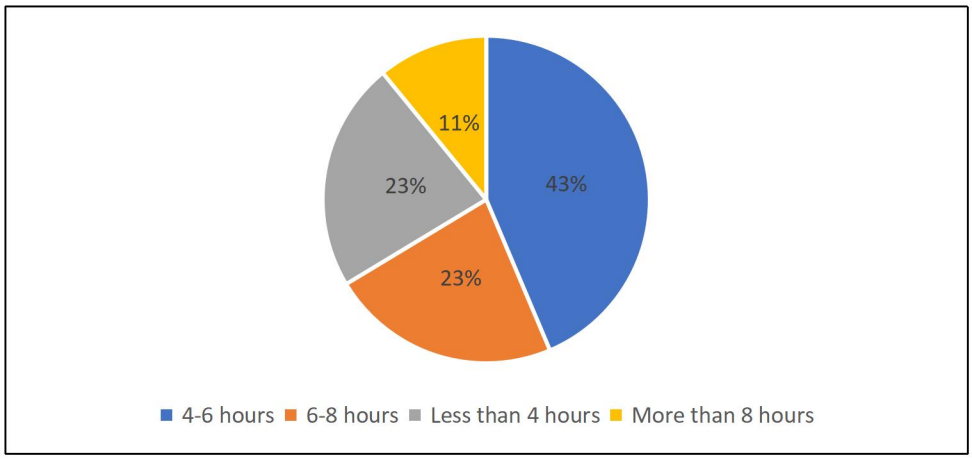

TABLE:3.3
FEATURES TO SEE IN FUTURE MODELS

S.NO	FEATURES TO SEE IN FUTURE MODELS	TOTAL RESPONSES	SIMPLE PERCENTAGE
1	Improved navigation system	19	17.3
2	More customizable settings	38	34.5
3	Voice assistant integration	30	27.3
4	Advanced safety features (eg' ABS,traction control)	23	20.9
	TOTAL	110	100%

***SOURCE:** PRIMARY DATA

Interpretation: The above table indicates that out of 110 respondents (17.3) are choosed improved navigation system. (34.5%) are choosed more customizable settings. (20.9%) are choosed voice assistant integration. (20.9%) are choosed advanced safety features.

Inference: The study shows that most of them are choosed (34.5%) more customizable settings.

CHART NO: 3.3

FEATURES TO SEE IN FUTURE MODELS

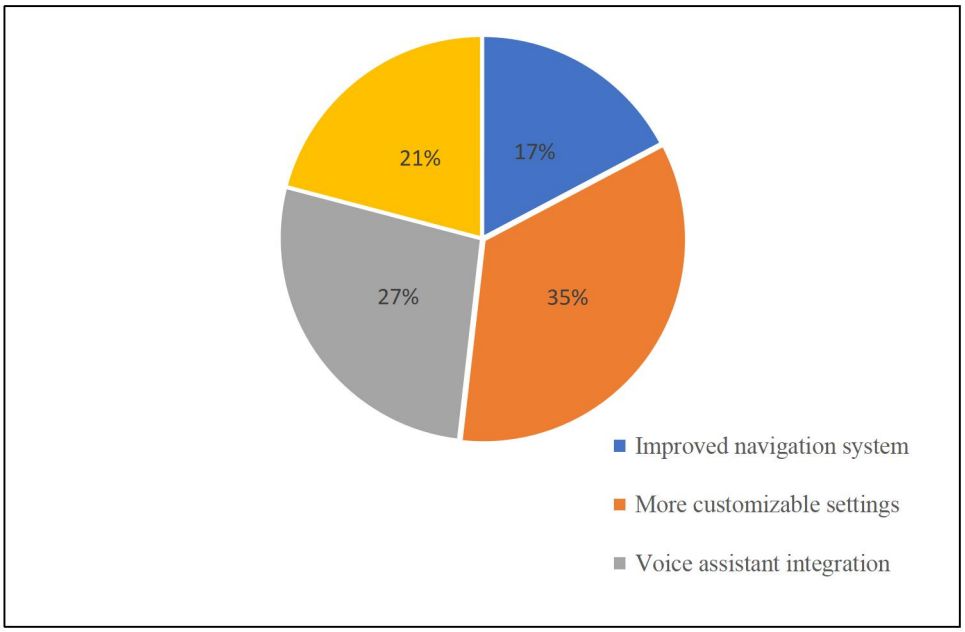

TABLE:3.4
EXPERIENCE OF ISSUES WITH THE SCOOTER

S.NO	EXPERIENCE OF ISSUES WITH THE SCOOTER	TOTAL RESPONSES	SIMPLE PERCENTAGE
1	Battery issue	30	27.3
2	Performance issues (speed,power)	34	30.9
3	Charging problems	28	25.5
4	Others	18	16.4
	TOTAL	110	100%

***SOURCE:** PRIMARY DATA

Interpretation: The above table indicates that out of 110 respondents (27.3%) are experienced with battery issue. (30.9%) are experienced with performance issues. (25.5%) are experienced with charging issues. (16.4%) are experienced with other issues.

Inference: The study shows that (30.9%) major of them are experienced with then issue of performance issue.

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CHART NO: 3.4

EXPERIENCE OF ISSUES WITH THE SCOOTER

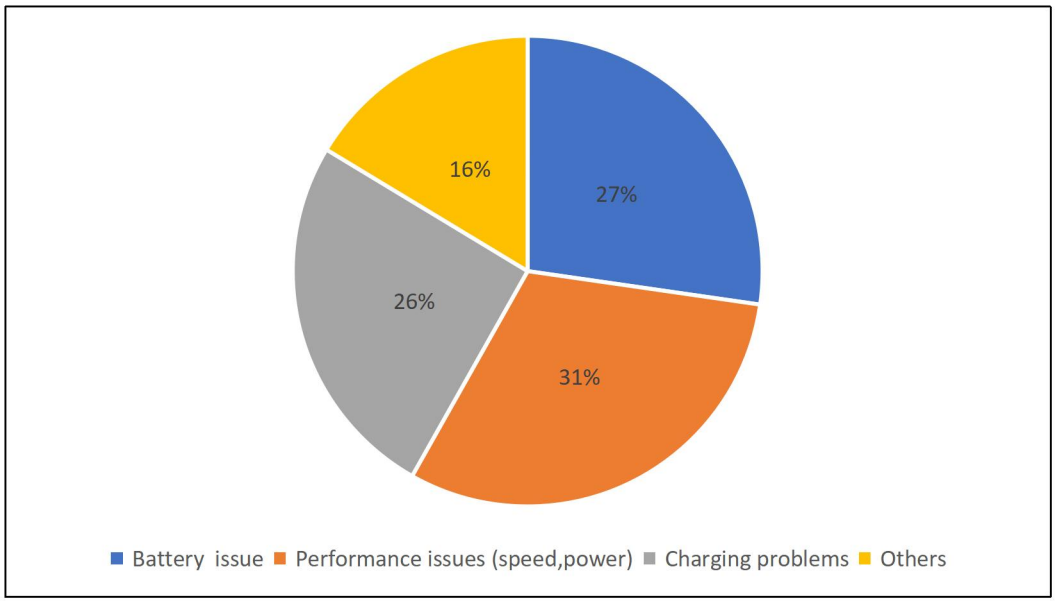

TABLE:3.5
IMPROVEMENTS OF FUTURE VERSIONS OF OLA E-SCOOTERS

S.NO	IMPROVEMENTS OF FUTURE VERSIONS OF OLA E-SCOOTERS	TOTAL RESPONSES	SIMPLE PERCENTAGE
1	Faster charging	26	23.6
2	Build quality	13	11.8
3	Longer battery life	32	29.1
4	Better comfort	39	35.5
	TOTAL	110	100%

***SOURCE:** PRIMARY DATA

Interpretation: The above table indicates that out of 110 respondents (23.6%) of requested to improve the faster charging. (11.8%) of requested to improve the build quality. (29.1%) of requested to improve the longer battery life. (35.5%) of requested to improve better comfort of ola e-scooters in future.

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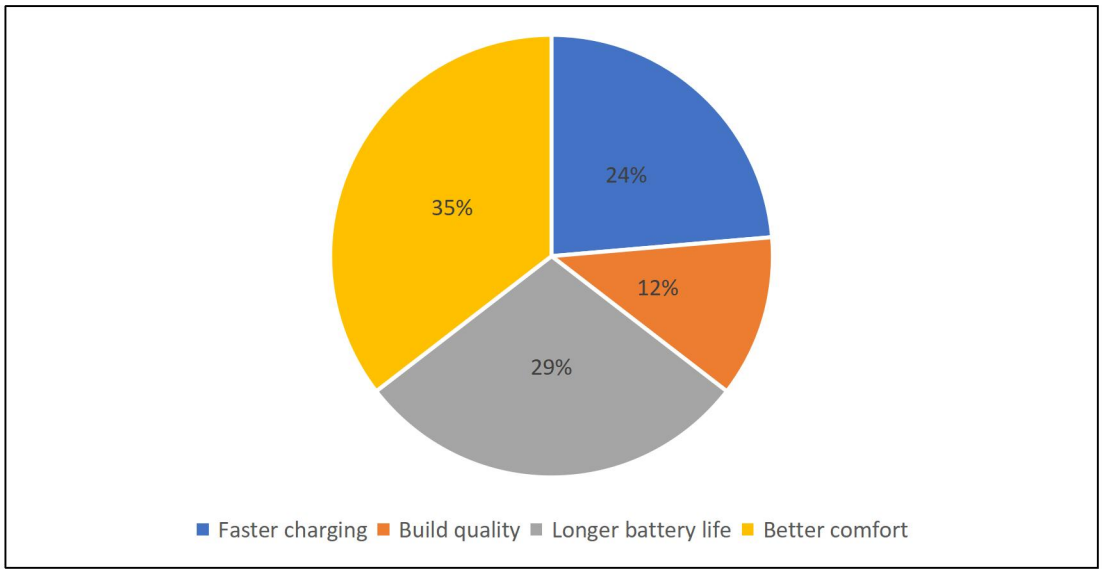
Inference: The study shows that most of them (29.1%) of them are requested to improve the future version of ola e-scooter is longer battery life.

CHART NO: 3.5

IMPROVEMENTS OF FUTURE VERSIONS OF OLA E-SCOOTERS



4.CONCLUSION

Ola Electric scooters are paving the way for a greener, more sustainable future of urban transportation. With their attractive design, advanced features, and competitive pricing, they offer an affordable and practical alternative to traditional petrol-powered scooters. One of the standout features is the impressive range, allowing riders to travel up to 100-150 km on a single charge, making them perfect for daily commutes and city travel. The scooters are equipped with fast-charging capabilities, ensuring minimal downtime and convenience for busy riders. The seamless integration of smart features, such as a digital touchscreen display, GPS navigation, and mobile app connectivity, provides an enhanced, user-friendly experience.

Beyond performance, Ola scooters are environmentally friendly, emitting zero pollutants and contributing to reducing carbon footprints. This aligns with the growing global shift towards electric vehicles and helps create cleaner, more sustainable cities. Safety is also prioritized, with disc brakes, a combined braking system, and anti-theft tracking features, ensuring peace of mind for users.

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Moreover, Ola's expanding network of charging stations and solid battery warranties enhance the overall ownership experience. The growing adoption of Ola scooters is a testament to their quality and the increasing demand for electric mobility solutions. With their affordability, performance, and commitment to sustainability, Ola Electric scooters not only cater to the practical needs of today's riders but also help shape a more eco-conscious future, making them an excellent choice for anyone looking to embrace clean and efficient transportation.

5. REFERENCE

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