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- Sharma T., Kwatra, G. (2008) Effectiveness of Social Advertising: A Study of Selected Campaigns, Corporate Social Responsibility, Edited by David Crowther & Nicholas Capaldi, Ashgate Research Companion to Corporate Social Responsibility, Chapter 15, pp 287-303.

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- Kumar S. (2011): "Customer Value: A Comparative Study of Rural and Urban Customers," Thesis, Kurukshetra University, Kurukshetra.

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ASSESSMENT OF CONSUMER BUYING BEHAVIOUR TOWARDS ELECTRIC SCOOTERS IN PUNJAB

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ABSTRACT

With fast depleting fossil fuel and thrust on green energy has paved the way for electric scooter, and it is poised to create a new landscape of competition after the invention of internal combustion engine. These scooters are known for absence of pollution, economy, low maintenance, etc. In spite of all these advantages they have not become popular as per expectation. Leading two wheeler manufacturers has now entered into this segment and weighing different strategies to make it popular. This present study is an effort towards understanding the Consumer's buying behaviour towards these kinds of two wheelers. Factor analysis has been performed to understand important factors which affect consumer buying behaviour towards electric scooters. With the help of ANOVA it has been tried to understand that based on demographic factors like Income, Age, Qualification etc., does consumer buying intension towards electric scooters differ?

JEL CLASSIFICATION

M31

KEYWORDS

ANOVA, Buying Behavior, Electric Scooters, Factor Analysis, t-test.

INTRODUCTION

The auto industry is all set to see dawn of a new era in two wheeler industry after the invention of fuel efficient 4-stroke engine technology; a new technology came in to existence. Neither Petrol nor diesel or any other fuel, but its electricity that have initiated a revolution in two wheeler segment in India. In the developed countries like Japan, America and China, Electric Scooters are very popular mode of personal transport. Indian two wheeler industries has embraced with this new concept of e-bikes and geared bicycles, due to its popularity in many countries. As the conventional fuel i.e. Petrol, diesel and kerosene etc. prices are rising at International and national level, pollution and congestion levels in transport system especially in urban areas are also increasing. Higher maintenance and running cost of petrol and diesel vehicle, the electrically charged scooters or bikes have very bright future in area of personal transportation. Riding the crest of rapid growth of e-bikes, automobile companies are entering into the business of manufacturing e-bikes trying to tap the nascent electric two wheeler segment. The electric vehicle industry is in its infancy in India and has experienced substantial growth and change in the last few years.

The electric two wheeler segment has potential to grow as already seven conventional two wheelers are sold for every one car sold in India. The market forecasters are taking a positive look in the e-bike segment. Indian manufacturers of electric bikes are gearing up for what they call a second wave of growth for these 'plug and ride' bikes.

To the total sales of automobile, 75% constitute of two wheelers. According to SIAM¹ report the cumulative annual growth is 21.8% in two wheelers segment in the last three years. As per ICRA² rating agency there will be 8-9% growth in the two wheelers segment in coming year. The demand for scooters is increasing from the previous quarter reports. Though there is 70% decrease in sales of electric two-wheelers but the rising prices of the petrol will lead the growth of the electric two wheelers. There is a big platform and a huge market for the electric two-wheelers in India. As the electric bikes/Scooters are very cost effective as compared to normal petrol bikes, the sales figures are expected to grow very high and also the government supports' the growth of this industry.

LITERATURE REVIEW

The preference of the customers towards these electric bikes is affected by several factors that are explained by various researchers. Saxena, (2008) studied that green marketing concept and characterized a product as being environment friendly to be termed as green product. The consumer's attitude towards green marketing was measured in the study by using T-Test, Z-test, One way ANOVA and Two way ANOVA and concluded that the Attitude of consumers towards green products is becoming positive. Marian Beise, Thomus Cleft, (2008) concluded that there is huge potential for the innovative projects in the developing and developed countries. Researchers also explained about the techniques of assessing the market potential of the various countries for Innovative designs. Jacob Cherian, Jolly Jacob, (2012) studied the consumer's attitude towards the green lifecycle and discussed about the concept of green marketing and looks into various ways in which the different consumers attributes are related to the concept of green marketing and concluded that the attitude of consumers towards eco products has been changed, consumers are taking interest in eco friendly products. Ravindra P. Saxena, Pradeep K. Khandelwal, (2011) examined the demographics of customer like age, Gender, Income Spending Pattern, Attitude towards Green Products and concluded that there is huge market potential in India for the eco-friendly products. Chanchai Petchprapunkal, (2011) probed the Consumer's Attitude and behaviour with the application of SEM and AMOS, propose a more convenient theory to provide advantages and benefits to the marketing discipline. Mrinal Kranti Das, Swati Pal, (2011) studied about some

¹http://www.fadaweb.com/itw_industry.htm

²http://www.moneycontrol.com/news/icra-reports/two-wheeler-may-see-growth8-9fy13-icra_710047.html

unique features like (fuel consumption, carbon emission and ease of use) about e-bikes that give strong prospects to buyers as well as highlights the future market of e-bikes in comparison to other two wheelers run by petrol in future. It gives us the advantage to fight with the problem of global warming and concluded that India and China has a huge market potential for the e-Bikes Cherry, (2007) examined that electric bikes provide cost effective, convenient, and relatively energy efficient mode of transportation in china and they are becoming one of the dominant transport mode among the Chinese people. This report studied the environmental performance of e-bikes relative to other competing modes, their market potential, and the viability of alternative battery technologies and concluded that in China the market is in growing stage, there is a lot of opportunity for the Electric Vehicles market in China in terms of domestic usage and exporting the Electric Vehicles to other nations also. Gan, (2003) analyzed the transportation management and the state of automobile industry in China. The researcher focused on the response of automobile industry to challenges like dynamics and barriers resulting from technological change, economic development and environmental and concluded that Industry is welcoming the green products and there is huge potential for the electric vehicles in the devolving as well as developed countries.

OBJECTIVES

- To study the factors affecting the buying behaviour of customers towards Electric scooters.
- To understand Customer's buying behaviour towards Electric scooters on the basis of Location, Income, Qualification and Gender.
- To develop the segmentation, targeting and positioning strategy for electric scooters in Punjab.

NEED OF THE STUDY

As the world goes green and nations are depleting fossil fuels, the Electric Scooter/Bike is making a strong come back as the transport mode of choice in many countries. Electric vehicles are the most cost-effective and cleanest form of transportation which can help the society to meet its present and future challenges of saving petroleum resources and reducing pollution. Today, the Electric Scooter/Bike is gaining strong popularity in various parts of world where wide roads, traffic discipline and a serious concern for Mother Nature have sprouted several friendly e-bike manufacturing companies.

As of today electric two-wheeler market is very week having only 1.5% market share of entire two-wheeler market in India. Indian government is supporting the manufacturing of electric bikes and providing subsidy to the manufacturing companies. With such regulatory policies support to electric two-wheeler market, Market is expected to grow at 15-20% in current financial year and 30-50% in coming 2-3 years in India. All these facts and figures have unfolded a new opportunity to gather insights about the Indian Customer's Buying Behaviour towards Electric Scooters and various variables which affect their decision.

SCOPE OF THE STUDY

The scope of the study is limited to the 3 cities of Punjab (Jalandhar, Amritsar and Chandigarh) and its suburbs region, thus limiting the area of consideration under study. However, the data collected within from the population gives better insights about the perception of a customer towards Electric Scooters and helps in forming a conclusion. The data is collected in between the time frame of month January 2013 to March 2013.

RESEARCH DESIGN

TYPE OF RESEARCH: For the present study, descriptive research design has been adopted. This research study examines the customer's buying behaviour towards Electric Scooters. This study has also identified and evaluated the influence of defined variables on customer's buying decisions for Electric Scooters across various customer/respondent groups confronted in the study and suggested segmenting, targeting and positioning strategies for Electric Scooters in Punjab based on respondent's demographics like age, gender, income level and qualification level. As this research is describing the characteristics of the population surveyed and data under study has also been analyzed quantitatively, thus it evidences to be Descriptive Research.

SAMPLING DESIGN

TARGET POPULATION: People from 11 years to 50 years of age who uses two wheelers in Punjab.

SAMPLING TECHNIQUE: This study is widely based on examining the buying behaviour of customers toward Electric Scooters. However, a large share of population is still either unaware of Benefits of using Electric Scooter or find inconvenience to use Electric Scooters. So, Researchers have chosen "Convenience Sampling" design with the purpose of fulfilling the objectives of this study. Researchers have collected the data only from those people, who drive two wheelers. It is a type of non-probability sampling technique.

SAMPLE SIZE: Researchers have collected the data from 400 respondents residing in 3 cities of Punjab (Chandigarh, Amritsar and Jalandhar). After examining the data, the researchers did not consider 20 questionnaires due to errors in response thus effective sample size turns to be 380 respondents. Here, researchers have divided each city into four parts for sampling purpose on the basis of population density, from each part equal number of respondents has been surveyed.

TABLE 1: SAMPLE SIZE

Sr. No.	Name of City	Sample Size
1	Jalandhar	200
2	Amritsar	100
3	Chandigarh	100
	Total	400

Source: The Researcher's Survey

Type of data: For this study, Researchers have used both the primary and secondary data. Primary data is collected from defined target population with the help of structured questionnaire. To achieve the objectives of the study a "Likert scale" of five points has been used in survey instrument to record Customer's Buying Behaviour towards Electric Scooters. Few dichotomous questions have also been set into the questionnaire for measuring buying intention of electric scooters across demographic. The secondary data is collected from different sources like Internet, books, journals, magazines and periodicals etc.

Pilot testing: A pilot testing was done by doing convenient sampling technique. The sample was of 40 in size. A questionnaire was instrumented for this purpose. Reliability testing for the pilot survey was satisfactory with Cronbach's Alpha 0.729. Some necessary changes were made in the questionnaire post pilot testing.

BRIEF SUMMARY OF TOOLS USED FOR ANALYSIS

- Descriptive Statistics: For profiling of customers based on demographic variables like Income, age, gender and qualification etc.
- Factor Analysis: - To identify important factors affecting Customer's buying behavior towards Electric Scooters.
- ANOVA test: - To understand Customer's buying behaviour towards Electric scooters on the basis of Location, Income, Qualification.
- t-Test: - To understand Customer's buying behaviour towards Electric scooters on the basis of Gender.

FREQUENCY DISTRIBUTION

The frequency distributions of various groups of respondents are displayed below. The frequency distributions are related to Demographics characteristics of respondents surveyed under study.

TABLE 2: FREQUENCY DISTRIBUTION OF RESPONDENTS ON THE BASIS OF GENDER

Gender	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Male	268	70.5	70.5	70.5
Female	112	29.5	29.5	100.0
Total	380	100.0	100.0	

Source: The Researcher's Survey

For the purpose of survey as, 112 Females constituting 29.5% of Sample has been surveyed. However, 70.5% of Sample surveyed belongs to Male respondents.

TABLE 3: FREQUENCY DISTRIBUTION OF RESPONDENTS ON THE BASIS OF INCOME

Monthly Income (INR)	Frequency	Percent	Valid Percent	Cumulative Percent
Valid <10000	24	6.3	6.3	6.3
10001-20000	36	9.5	9.5	15.8
20001-30000	76	20.0	20.0	35.8
30001-40000	72	18.9	18.9	54.7
40001-50000	28	7.4	7.4	62.1
50001-60000	62	16.3	16.3	78.4
>60000	82	21.6	21.6	100.0
Total	380	100.0	100.0	

Source: The Researcher's Survey

Out of 380 respondents surveyed under study, 82 respondents had monthly income of more than Rs. 60000, 76 respondents forming 20 % of sample were earning the monthly income around Rs. '20001-30000', 72 respondents were in income group Rs. '30001-40000' and 62 respondents were from Rs. '50001-60000' income group. Only 6.3% of the total respondents surveyed had monthly income of less than Rs. 10000.

TABLE 4: FREQUENCY DISTRIBUTION OF RESPONDENTS ON THE BASIS OF AGE

Age	Frequency	Percent	Valid Percent	Cumulative Percent
Valid <15	11	2.9	2.9	2.9
15-20	138	36.3	36.3	39.2
21-25	178	46.8	46.8	86.0
26-30	11	2.9	2.9	88.9
31-35	11	2.9	2.9	91.8
36-40	13	3.5	3.5	95.3
41-45	11	2.9	2.9	98.2
>45	7	1.8	1.8	100.0
Total	380	100.0	100.0	

Source: The Researcher's Survey

As Convenience Sampling method is used for surveying the respondents so respondents of different Age Groups came into consideration. 178 respondents are between the age group of 21 - 25, 138 respondents are between the age group of 15-20. However, respondents above age of 45 years contribute least i.e. 1.8% of total sample.

TABLE 5: FREQUENCY DISTRIBUTION OF RESPONDENTS ON THE BASIS OF QUALIFICATION

Qualification	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Up to 10 th	16	4.2	4.2	4.2
12 th	79	20.8	20.8	25.0
Bachelors	131	34.5	34.5	59.5
Masters	149	39.2	39.2	98.7
Doctorate	4	1.1	1.1	99.7
Others	1	.3	.3	100.0
Total	380	100.0	100.0	

Source: The Researcher's Survey

In the present study, 149 respondents were holding Masters Degree, 131 respondents were graduates and 79 respondents were senior secondary passed. Only 16 and 4 respondents were matriculate and Doctorate respectively.

TABLE 6: CROSS TAB QUALIFICATION* PURCHASE INTENSION TOWARDS E SCOOTERS

Count	Given an opportunity to you, would you like to buy electric scooters instead petrol two-wheelers?			Total
	Yes	no	may be	
Qualification Up to 10 th	1	2	13	16
12 th	30	21	28	79
Bachelors	30	32	68	130
Masters	61	30	58	149
Doctorate	0	0	4	4
Others	0	1	0	1
Total	122	86	171	379

Source: SPSS output

It can be inferred from table that people who have qualification above bachelor have more positive intension towards purchasing electric scooters.

TABLE 7: CROSS TAB INCOME* PURCHASE INTENSION TOWARDS E SCOOTERS

Income Group	Given an opportunity to you, would you like to buy electric scooters instead petrol two-wheelers?			Total
	Yes	no	may be	
<10000	7	1	16	24
10001-20000	9	6	21	36
20001-30000	14	32	30	76
30001-40000	30	15	26	71
40001-50000	7	1	20	28
50001-60000	28	15	19	62
>60000	27	16	39	82
Total	122	86	171	379

Source: SPSS output

It is evident from cross tabulation that acceptance of electric scooters are relatively high in high income group people.

TABLE 8: CROSS TAB AGE GROUP* PURCHASE INTENSION TOWARDS E SCOOTERS

Age Group	Intension of buying electric scooter			Total
	yes	no	may be	
<15	11	0	0	11
15-20	28	38	72	138
21-25	69	44	64	177
26-30	4	0	7	11
31-35	3	2	6	11
36-40	3	1	8	12
41-45	1	0	10	11
>45	2	1	4	7
Total	121	86	171	378

Source: SPSS output

This can be observed from above table that people belonging to age group from 15-25 have more favourable response towards purchasing intension of electric scooters.

FACTOR ANALYSIS

The data related to 380 respondents was entered into SPSS data sheet. Reliability test was conducted and after confirming about the reliability of data, Factor Analysis was performed by using Principal Components Analysis (PCA) method. Varimax rotation with Kaiser Normalization was chosen to get the %age of variance for 15 variables in the questionnaire regarding the customer’s buying behaviour towards Electric Scooters. Eigen value of greater than 1 is identified to acquire relevant factors as per the statements given in the questionnaire. A Rotated Component Matrix Table was obtained and two factors were derived. The derived factors had been arranged based on the variables that have been categorized into each factor. The list of factors along with the supporting statements is displayed in Table 11.

TABLE 9: KMO AND BARTLETT'S TEST

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.	.725	
Bartlett's Test of Sphericity	Approx. Chi-Square	1.847E3
	Df	105
	Sig.	.000

Source: SPSS output

To assert the appropriateness of a factor model, researchers have applied Kaiser-Meyer-Olkin and Bartlett’s Test. KMO value is 0.725 which is more than ideal value of 0.6. Hence, the data under study is adequate in nature and the Bartlett’s Sphericity Test Sig. value is 0.000 which is less than 0.05 confirming the validity of the test.

Table 10: ROTATED COMPONENT MATRIX

Variable	Component				
	1	2	3	4	5
Style	.897		.087		.182
Design	.848	.102	.202	.140	.059
Comfort	.754		.130	.061	-.247
Mileage	.491	.118	.093	.324	.378
Optimum Speed		.812	-.190	-.070	-.165
After sales service	.162	.693		.402	.083
Durability		.636	.412		.253
Brand Image		.594	.307	.055	.403
Maintenance Cost	.245	.501	.398	.225	.078
Weight	.136	.138	.768		.070
Price	.249		.682	.149	-.075
Re-sale market value	.174	.089	-.092	.803	.127
Availability of spare parts		.095	.466	.730	
Advertisement		.106	.350	.118	.696
Engine Power			.241		-.686

Source: SPSS output

Table 11: FACTOR LIST

Trend and Fashion	Features and brand equity	Physical Quality	Added Value	Engine power & Advertisement
Factor 1	Factor 2	Factor 3	Factor 4	Factor 5
Style	Optimum speed	Weight	Resale Market value	Advertisement
Design	After sale service	Price	Availability of spare parts	Engine power
Comfort	Durability			
Mileage	Brand Image			
	Maintenance Cost			

Source: SPSS output

DESCRIPTION OF THE FACTORS

Factor 1, refers to ‘Trend and fashion’ and contributes to 27.91% variance. This factor is explained in terms of style, design, comfort, mileage and availability of spare parts.

Factor 2, describes the ‘features and brand equity’ and contributes to 12.89% variance. This factor is identified in terms of 5 Variables i.e. Optimum Speed, Maintenance Cost, Durability, Brand Image and after sale service.

Factor 3, focuses on ‘Physical Quality’ and contributes to 8.90% variance. This factor includes price and weight.

Factor 4, describes the 'Added Value' and contributes to 8.156% variance. This factor relates to Resale Market Value and Availability of Spare parts.

Factor 5, pertains to 'engine power & Advertisement' and contributes to 7.52% variance. This factor includes engine power (CC) and advertisement.

ANOVA (K.W. TEST) & t-TEST

To study the influence of various factors affecting Customer's Buying Behavior towards Electric Scooters on the basis of Demographic Variables i.e. Location, Income, Qualification and Gender.

ANOVA test was carried out to understand Customer's buying behaviour towards Electric scooters on the basis of Location, Income, Qualification and Gender. To apply this parametric test normality of the data is required to be confirmed. So, the normality tests (details in Annexures) were applied on the data.

Since the sample size of the study is less than 1000, thus Shapiro-Wilk test is considered to check the normality of data. The test output from SPSS shows that the significance value for all the variables involved is 0.000 i.e. less than 0.05, so it can be concluded that the data under consideration is not normally distributed.

As the data is not normally distributed, so the non-parametric test for ANOVA and the two independent sample t-Test i.e. Kruskal Wallis and Man Whitney's test resp. have been used.

ANOVA (K.W. TEST)

ON LOCATION BASIS

Null Hypothesis (H₀): There is no significant difference in the influence of defined variables on the buying behaviour of customers towards Electric Scooters on the basis of various locations.

Alternate Hypothesis (H₁): There is a significant difference in the influence of defined variables on the buying behaviour of customers towards Electric Scooters on the basis of various locations.

TABLE 12: ANOVA (K.W. TEST) ON LOCATION BASIS

Variables	Chi-square	Df	Asymp. Sig.
Price	.451	2	.798
Design	.288	2	.866
Style	.344	2	.842
Comfort	3.308	2	.191
Engine Power	4.934	2	.085
Mileage	1.392	2	.499
Optimum Speed	4.079	2	.130
Weight	5.409	2	.067
Maintenance Cost	2.031	2	.362
Durability	41.741	2	.000
Brand Image	15.441	2	.000
Advertisement	26.939	2	.000
Availability of spare parts	1.002	2	.606
After sales service	14.975	2	.001
Re-sale market value	3.301	2	.192

Source- SPSS Output

The survey results show that as most of the variables (Design, Style, Comfort, Maintenance Cost, Price, Engine Power, Mileage, Optimum Speed, Weight, Availability of spare parts, Re-sale market value) have sig. value more than 0.05. So, Null hypothesis for these variables is accepted which depicts that they have same influence on buying behaviour of customers across 3 locations selected under study i.e. Jalandhar, Chandigarh and Amritsar. However "Durability, Brand Image, Advertisement and After Sales Service" have sig. value less than 0.05 thus Null Hypothesis for these variables is not accepted which signifies that these variables have different influence on the buying behaviour of customers towards Electric Scooters across 3 cities.

ON QUALIFICATION BASIS

Null Hypothesis (H₀): There is no significant difference in the influence of defined variables on the buying behaviour of customers towards Electric Scooters on the basis of Qualification.

Alternate Hypothesis (H₁): There is a significant difference in the influence of defined variables on the buying behaviour of customers towards Electric Scooters on the basis of Qualification.

TABLE 13: ANOVA ((K.W. TEST) ON QUALIFICATION BASIS

Variables	Chi-square	Df	Asymp. Sig.
Price	36.595	5	.000
Design	6.162	5	.291
Style	2.518	5	.774
Comfort	2.640	5	.755
Engine Power	13.377	5	.020
Mileage	21.947	5	.001
Optimum Speed	20.263	5	.001
Weight	18.355	5	.003
Maintenance Cost	7.266	5	.202
Durability	9.019	5	.108
Brand Image	15.013	5	.010
Advertisement	8.805	5	.117
Availability of spare parts	13.137	5	.022
After sales service	18.666	5	.002
Re-sale market value	28.727	5	.000

Source- SPSS Output

It can be construed from the above output that Price, Engine Power, Mileage, Optimum Speed, Weight, Brand Image, Availability of spare parts, after sales service and Re-sale market value has different influence on the Customers Buying Behaviour towards Electric Scooters across different qualification groups confronted under study. However, variable i.e. "Design, Style, Comfort, Maintenance Cost, Durability and Advertisement" have alike on the Customers Buying Behaviour towards Electric Scooters across different qualification groups presented under study.

ON INCOME BASIS

Null Hypothesis (H₀): There is no significant difference in the influence of defined variables on the buying behaviour of customers towards Electric Scooters on the basis of various income groups.

Alternate Hypothesis (H₁): There is a significant difference in the influence of defined variables on the buying behaviour of customers towards Electric Scooters on the basis of various income groups.

TABLE 6: ANOVA (K.W. TEST) ON INCOME BASIS

Variables	Chi-square	Df	Asymp. Sig.
Price	98.280	6	.000
Design	46.915	6	.000
Style	36.951	6	.000
Comfort	23.871	6	.001
Engine Power	29.181	6	.000
Mileage	49.126	6	.000
Optimum Speed	21.893	6	.001
Weight	38.231	6	.000
Maintenance Cost	14.889	6	.021
Durability	31.406	6	.000
Brand Image	22.668	6	.001
Advertisement	24.899	6	.000
Availability of spare parts	31.653	6	.000
After sales service	21.439	6	.002
Re-sale market value	48.424	6	.000

Source- SPSS Output

The survey results depicts that every variable considered under study influences the customer's buying behaviour for Electric Scooters differently across all the income groups presented under study as all variables have sig. Value less than 0.05. Hence, Null Hypothesis for all variables is accepted.

t-TEST (MAN WHITNEY'S TEST) ON GENDER BASIS

Null Hypothesis (H_0): There is no significant difference in the influence of the defined factors on buying behaviour among the male and the female customers towards Electric Scooters.

Alternate Hypothesis (H_1): There is a significant difference in the influence of the defined factors on buying behaviour among the male and the female customers towards electric scooters.

TABLE 7: t-TEST (MAN WHITNEY'S TEST) ON GENDER BASIS

Variables	Mann-Whitney U	Wilcoxon W	Z	Asymp. Sig. (2-tailed)
Price	13813.000	20029.000	-1.202	.229
Design	11257.000	17585.000	-4.190	.000
Style	13082.000	19410.000	-2.148	.032
Comfort	12109.500	18437.500	-3.284	.001
Engine Power	13435.000	19763.000	-1.742	.082
Mileage	13486.000	19814.000	-1.735	.083
Optimum Speed	14594.500	50640.500	-.464	.642
Weight	13850.500	20178.500	-1.263	.207
Maintenance Cost	12759.500	18975.500	-2.367	.018
Durability	14902.000	21230.000	-.122	.903
Brand Image	14871.500	21199.500	-.151	.880
Advertisement	14661.500	50707.500	-.386	.699
Availability of spare parts	10303.000	16631.000	-5.233	.000
After sales service	14843.000	50889.000	-.189	.850
Re-sale market value	10882.000	17210.000	-4.445	.000

a. Grouping Variable: Gender

Source- SPSS Output

The above table shows that there is significant difference in the influence of Design, Style, Comfort, Maintenance Cost, Availability of Spare Parts and Re-sale Market Value on customers buying behaviour towards Electric Scooters on the basis of Gender because the significance value for all these factors is less than 0.05. Thus Null Hypothesis is not accepted for all these factors. However, for rest of the variables the Null Hypothesis is accepted as these variables have similar influence on the buying behaviour of Male and Female Customers towards Electric Scooters.

SUMMARY OF RESEARCH FINDINGS

- Consumer buying behaviour towards electric scooter is shaped by several factors. By applying factor analysis trend & fashion, features & brand equity, added value, engine power and advertisement emerged as important factors which shapes consumer buying behaviour.
- Factors like comfort, mileage, optimum speed, maintenance cost, durability advertisement, availability of spare parts, after sale service and re-sale have difference in influence on the consumer's buying behavior towards electric scooter on occupation basis in Jalandhar.
- Factors like 'maintenance cost', 'durability', 'brand image' and 'after sale service' have difference in the influence on consumer's buying behavior towards electric scooter on income basis.
- Design, Style, Comfort, Maintenance Cost, Availability of Spare Parts and Re-sale Market Value on customers buying behaviour towards Electric Scooters on the basis of Gender.
- Acceptability of e- scooters is higher among relatively younger age group of 15-25.
- People belonging to higher income strata showed more favorable response towards e bikes.
- People who have education qualification above bachelors have favorable intension towards purchasing electric scooters.

CONCLUSION

Electric scooter is an emerging sector in two wheeler industry and it's catching up the market. The market potential of these scooters can be judged on the basis of respondent age, income group, willing to pay. As per our research the target market should be the age group of 15 to 25 years age of people who have their income on higher side. Companies marketing Electric scooter should target little more educated urban people. To achieve higher market share companies should focus on trend & fashion, features & brand equity, value for money, engine power and advertisement.

LIMITATIONS

1. Electric vehicles are not much prominent in Indian market therefore it was very difficult to find respondents who are actual electric vehicle users.
2. Though major chunk of respondents under study was aware of Green Products yet they did not have the conceptual and literal knowledge of various green products available in market and pros & cons of their usage. Thus, their perception related to electric scooter and hybrid bicycle may not be genuine enough to get to any conclusion.

3. Most of the related researches reviewed under present study are based on foreign countries, especially, China. However, there is huge difference in vehicle usage pattern in Indian and Chinese Market. Thus, variables undertaken for the present study based upon previous studies may not be truly applicable for Indian consumers for studying their perception regarding electric scooter and hybrid bicycle.
4. The present study has been done in 3 cities of Punjab. As in metro cities, people are relatively more aware of Green products as there is more need of Green Products because of higher pollution in metro cities. Literacy rate of public is also relatively more for these cities. Hence, the results of the study could have been improved by taking respondents from metro cities also.
5. Convenience sampling technique is used for undertaking survey in the research so the sample might not be the true representative of the population which can have adverse effect on the findings of the study.

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ANNEXURE

NORMALITY TESTS

The data to be subjected to ANOVA and t-Test is checked for normality using the tests of normality in SPSS. The output obtained is given as follows:

Table 8 - Features of Electric Scooter normality test:

Tests of Normality

	Kolmogorov-Smirnov ^a			Shapiro-Wilk		
	Statistic	df	Sig.	Statistic	df	Sig.
Price	.288	377	.000	.748	377	.000
Design	.271	377	.000	.786	377	.000
Style	.262	377	.000	.791	377	.000
Comfort	.312	377	.000	.762	377	.000
Engine Power	.416	377	.000	.229	377	.000
Mileage	.286	377	.000	.747	377	.000
Optimum Speed	.364	377	.000	.438	377	.000
Weight	.249	377	.000	.821	377	.000
Maintenance Cost	.254	377	.000	.800	377	.000
Durability	.323	377	.000	.731	377	.000
Brand Image	.266	377	.000	.799	377	.000
Advertisement	.263	377	.000	.780	377	.000
Availability of spare parts	.248	377	.000	.789	377	.000
After sales service	.342	377	.000	.738	377	.000
Re-sale market value	.240	377	.000	.842	377	.000

a. Lilliefors Significance Correction

Source- SPSS Output

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