A SYSTEMATIC STUDY OF OPPORTUNITIES FOR ELECTRIC SCOOTERS' MARKETING IN JODHPUR

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ABSTRACT:

The world of technology is entirely focused on developing new devices for the younger generation; these devices need to be highly developed and utilized. The general public desires prosperity, even if their goods are inferior to others'. Similar types of groups need varying degrees of technology depending on their lifestyle, with one type of technology being sufficient for them. The electric two-wheelers are shown in the exposé as a major mode of transportation in the theater 86 of marketing and promotions. The introduction, goals, parameters, restrictions, and results of the chi-square test for the employed instruments. Only the opinions of the respondents are used to construct the findings and recommendations.

KEYWORDS:*At her energy, electronic bike, satisfaction, dual battery*.

INTRODUCTION

There is a shift in urban transportation "in favor of eco-friendly, compact, and light vehicles." Since their inception in 2017, e-scooters, or scooters powered by electricity, have taken over cities all over the world, offering a potential key to the last-mile issue. They are proposed as viable substitutes for cars that could lessen noise, pollution, and traffic congestion, therefore aiding in the fight against climate change. The last-mile theory is somewhat contested by the fact that one-third of trips are even longer (Degele, 2018).Experience suggests that e-scooters could take the place of driving for these short distances instead of walking. E-scooters have sparked debates on injury hazards and safety issues in addition to their effects on the transportation system. According to earlier research, the majority of e-scooter users who were involved in accidents did not wear helmets (Liew, 2020), and manufacturers frequently advertise e-scooters without safety equipment (Allem and Majmundar, 2019).

It has been discovered that safety concerns impact not just motorcyclists but also other traffic participants, especially pedestrians (Sikka, 2019). According to Choron and Sakran (2019, p. 555), the technology has even been attacked for adhering to the "sell first, safety later" philosophy. As a result, it's critical to consider safety issues when assessing e-scooter technology adoption. Moreover, e-scooters are promoted as environmentally friendly solutions for urban traffic, despite the fact that there is currently little empirical data to support this assertion and data about electric vehicles paints a mixed picture. Understanding consumer motivations for using e-scooters and the relationship between various impact elements and behavioral patterns is essential to realizing their potential to minimize environmental stress.

Utilizing an innovative research approach grounded in UTAUT2 (Venkatesh, 2012), the current study aims to illuminate the factors influencing consumers' propensity to utilize e-scooters. Acceptance of novel modes is not easy in a traffic environment dominated by automobiles since any alternative undermines the power structures that the prevailing system has developed (Gössling and Cohen, 2014). Prior studies concentrated on obstacles including safety and the infrastructure for charging (Hardt and Bogenberger, 2019). Nevertheless, public opinion demands are found only in practice and have not been the subject of scientific research (Gössling, 2020).

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By the end of 2020 and 2022, the electric scooter and motorbike market in India is expected to achieve a sales amount of 1080.5 thousand. Electric scooter and motorcycle sales are booming in India because of the country's increasing pollution levels and government incentives. Sales of electric motorcycles and scooters in the nation reached about 152,000 units in 2019, a 20.6% annual increase from 2014. The market is predicted to enhance at a compound annual growth rate of 63.9% in terms of retail sales value between 2020 and 2022, and reach revenue of over $1.0 billion by 2025.The government's provision of economic incentives and subsidies for electric vehicles, along with tax exemptions and rebates, is a major factor driving the extension of the program and encouraging the use of two-wheelers and electric automobiles nationwide. The ease of access of a large variety of electric scooter models in the nation, their rational pricing, and their capability to function as exceptional substitutes for the habitual fossil fuel-powered mopeds are the main factors driving the scooters' explosive sales. As a result, Uttar Pradesh is currently experiencing the most growth in the Indian electric scooter and motorbike market, according to the publishers, an Indian marketing research organization.The state of Uttar Pradesh's electric scooter and motorcycle market is becoming more and more saturated, which affects how the market moves. Additionally, the sales of these two-wheelers are skyrocketing in the state's stage 2 and 3 cities, and numerous unique apparatus Manufacturers are quickly expanding their network of merchants. This in turn is beginning to approach the state's sales of thrilling motorcycles and scooters. Therefore, it is safe to say that the market will show a sharp increase in the upcoming years.

THE TOP INDIA ELECTRICAL TWO-WHEELER COMPANIES

Since the 2016 fiscal year, the electric two-wheeler segment has grown at a compound annual growth rate of 62%, which has resulted in sales figures exceeding 152,000 units in the previous fiscal year. That amount, still, indicates that FY 2020's year-over-year growth is very modest when compared to the preceding two years, when the market spent more than 100% in each of those years, according to an independent research firm.

TOP ELECTRIC SCOOTERS BASED IN INDIA LAUNCHES FOUR MODELS IN 2023
HEROELECTRIC OPTIMA CX

Hero Motor Corp., one of the biggest two-wheeler firms globally, is descending beneath the parasol. Hero Electric is the second-largest E2W Company in India for FY 2020. The company sold 7400 units in the fiscal year, building on a decade of success to retain a 27 % market share.

ATHERENERGY 450X GEN

Other Energy, a Bangalore-based company, is the most ostentatious and contemporary rival in the division. The Bangalore-based electric scooter startup is growing quickly, creating a demand for its best two-wheelers as it prepares to go nationwide very soon. In its second year of business, the company sold over 2900 units throughout the fiscal year, having a 10% market share.

AMPEREMAGNUSEX

The oldest company in the segment, Ampere Vehicle, which is too from Bangalore, comes in third place on the list following Anther Energy. This 12-year-old company, which has had over 30% of its workforce comprised of women since its founding, has played a significant role in India's shift to e-mobility. During the fiscal year, the company sold only about 2,500 devices, maintaining a 9 percent market share. The company just introduced the Magnus pro scooter, which pairs a better 60V 3Ah lithiumion battery with a 1.2 KW BLDC Vector Sine Wave motor.

REVOLTMOTORSRV400

Revolt Motors is a newcomer to the electric mobility market. It was founded in Gurugram. Revolt has a lot of potential, especially with Rahul Sharma, the past director of Micromax Mobiles, after it. The company says it is selling the first fully loaded electric motorcycle with several facial expressions that is AI-enabled in India. Despite only being able to fulfill orders for six months of the fiscal year, the company was nonetheless able to reach the 1000 mark for sales. The company's market share is 4%. The feature-rich RV 400 electric bike is available for a genuine cost of Rs. 1.03 lakh or on a monthly contribution basis.

OBJECTIVES

1. To understand the socioeconomic makeup of those who benefit from electric vehicles.
2. To raise awareness of the eco-friendly automobile convention.
3. To gauge the degree of satisfaction with fully electric two-wheelers.
4. To identify the elements that led Pure EV buyers to choose them.
5. To offer recommendations for raising the Jodhpur district's marketing profile.

REVIEW OF LITERATURE

1. Mr. Omkar Tupe, Prof. Shewta Kishore and Arloph Johnvieira (2020) According to their analysis, India has to move to a more energy-efficient vehicle fleet due to the depletion of fossil resources and ongoing price increases. The government is promoting electric vehicles (EVs) and offering purchase discounts as a means of combating pollution. To increase output, the government has loosened FDI regulations. In India, a number of up-and-coming brands are introducing EVs.
2. Lingzhi Jin and Peter Slowik (2019) from their study of “Literature Review of Electric Vehicle Consumer Awareness and Outreach Activities” This report provides a first step toward investigating consumer outreach and awareness campaigns across several areas. We have found several studies that look at consumer attitudes about electric vehicles and/or point out that consumer knowledge is a barrier to their wider adoption based on our examination of the literature.

DATAANALYSIS

The purpose of the study is to determine the current state of electric scooters in the Jodhpur area by examining their socioeconomic impact. There are six talukas in the Jodhpur district: Jodhpur City, Pipar, Phalodi, Osian, Luni, Shergarh. The survey included information from all six Taluks. A sample of 50 responders was chosen at random from each Taluka of EV users.

DATA ANALYSIS AND ITS INTERPRETATION:

1.Demographic Profile:

Examination of EVs by EV users This study is predicated on the consideration and analysis of demographic data, which includes variables like age, family structure, and the number of dependents in the household, among others.Some of the elements that are examined in a person's environment are the motivations for usage, the family's income, expenses, and decision-making authority.

Table-1:Age-Wise Classification

Age of Respondents	No of Respondents
Lessthan20	20
20-30	30
30-40	160
Above40	90
Total	**300**

Source: Primary Data

Table Number 1 above demonstrates that 7% of sample respondents are younger than 20 years old, while 53% of sample respondents are between the ages of 30 and 40. This indicates that there are more people in the research region than in the younger and older age groups.

Table2: Educational Qualification

Educational Qualification	No of Respondents
Illiterate	180
Primarylevel	60
Middlelevel	40
Highersecondary	20
TOTAL	**300**

Source:PrimaryData

Table Number 2 reveals that 60% of sample respondents are illiterate, 20% are at the primary level, 13% are at the middle level, and the remaining respondents are at the higher secondary level.

CHISQUARE TABLE

AGE AND AWARENESS LEVEL IN RELATION TO THE PRICE OF AN ELECTRIC SCOOTER

To investigate the strong correlation between age and awareness of the cost of electric scooters, the following null hypothesis has been developed and put to the test.

TABLE:3AGE AND DEGREE OF SATISFACTION WITH THE HP LAPTOP'S PRICE

AGE	PRICE				TOTAL
	Highly Awareness	Awareness	Low Awareness	Highly Low Awareness	
Lessthan20	8	8	8	8	32
20-30	8	40	16	8	72
30-40	16	12	24	12	64
Above40	10	6	8	8	32
TOTAL	**42**	**66**	**56**	**36**	**200**

Source: Primary Data

Table Number 3 Indicates that the highest percentages of highly aware people are between the ages of 20 and 30, at 38%, while the lowest number is between the ages of 20 and 30, at 19%. The highest proportion of informed people are between the ages of 20 and 30 (61%) and the lowest are over 40 (9%). The lowest percentage of low awareness is 14% among those under 20 and above 40 years old, while the highest is 43% among those between the ages of 30 and 40. The maximum percentage of respondents aged 30 to 40 who reported being highly low aware is 34%, while the minimum percentage among respondents aged 20 to 30 and older is 22%.

AGE AND AWARENESS LEVEL WITH ELECTRIC SCOOTER'S BATTERY BACKUP

The following null hypothesis has been developed and put to the test so as to investigate the importance of the association between age and level of awareness with battery backup on electric scooters.

TABLE: 4 AGE AND AWARENESS LEVEL WITH ELECTRIC SCOOTER'S BATTERY BACKUP

AGE	BATTERY BACKUP				TOTAL
	Highly Aware	Aware	Low Aware	Highly Low Aware	
Lessthan20	8	8	8	8	32
20-30	8	40	8	16	72
30-40	32	16	8	8	64
Above40	8	16	4	4	32
TOTAL	**56**	**80**	**28**	**36**	200

Source: Primary Data

Table 4 shows that the highest percentage of high awareness is found among those aged 30 to 40 (57%), while the lowest percentage is found among those aged below 20 (20 to 30) and over 40 (41%). The highest percentage of informed people are between the ages of 20 and 30 (50%) and the lowest is among those under the age of 20 (5%). The lowest percentage of low awareness is 14.5% among those over 40 years old, and the highest is 28.5%) among those under 20, 20 to 30, and 30 to 40. The highest percentage of respondents aged 20 to 30 (44%) and the lowest percentage of respondents aged 40 and over (11%) are classified as highly low aware.

FINDINGS

The younger students want to live with the best products available in the near future. The advancements in technology are not the consequence of a only year; rather, they are the outcome of decades of shifts in society. The age group opening needs to be filled with the most recent advancements in technology. Today's modification is a reflection of the new methods that will improve in the days ahead. Motor vehicles are a vital mode of mobility in today's culture, and electric scooters are the new generation of this kind of transportation. The degree of transportation needs to vary and go from place to location. The folks who were in the generation that had the money to buy two-wheelers at that time.People's capability has both external and internal sources of worth in terms of money. The electric scooter's upcoming year is being evaluated both realistically and imaginatively right now.

SUGGESTIONS

- Based on the data collected from consumers, they are prepared to reveal more information about the current marketing scenarios of the two-wheeler manufacturers.
- The general public in India is a reasonable consumer, just like any other country in the world.
- One of the main issues at the start and during the financing stage is the time constraint.
- The opportunity product and the promotional product together represent the true value of the near future.
- The customer's entire belief system revolves around applying and using the next stage's realistic level. In the current market, producers of all stripes need to get both the single and the alternate.
- The product that needs to be marketed is for use in production and at the electric level in dwelling. The new product's users will likewise be branded and followed in the future.

CONCLUSION

From the aforementioned perspective, every product is ready for clients to accept, but the most important thing is to manage it securely. The product's serviceability primarily depends on the brand and friendliness of the companies. The charitable organizations must be adhered to and run with the assistance of certain individuals due to the unique characteristics of each person. The marketing phase that humans are in is also a favorable one for any product's introduction to consumers. All consumers require that any new information about the product become well-known and widely accepted within the necessary time frame.The main factor influencing both the current and future marketing fields is technology advancement. The younger generation of marketers is more advanced financially.

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