

GOA UNIVERSITY



GOA BUSINESS SCHOOL



**FIRST INTERIM
INTERNSHIP REPORT**

Submitted by

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Roll No. 2032

**Under the Guidance of
Assistant Prof. Priyanka Naik**

DECLARATION

I, Aniket Morajkar student of Goa Business School, hereby declare that this project has been prepared by me towards the partial fulfilment of the degree of Masters of Business Administration under the guidance of my faculty member, Asst. Prof. Priyanka Naik. This project is neither in full nor in part has previously formed the basis for any award or any other degree of either this university or any other university.

Date: 30th April 2022

Place: Goa University

Name: Aniket Morajkar

Roll No. 2032

ACKNOWLEDGEMENT

I WOULD LIKE TO EXPRESS MY SPECIAL THANKS OF GRATITUDE TO MY PROF. PRIYANKA NAIK FOR THEIR ABLE GUIDANCE AND SUPPORT IN COMPLETING MY PROJECT.

I WOULD ALSO TAKE THIS OPPORTUNITY TO ACKNOWLEDGE MR. GAUTAM KAVLEKAR, THE PROPRIETOR OF GAUTAM ELECTRO RIDES TO UNDERTAKE THE INTERNSHIP TRAINING AND CONDUCT A PROJECT ON THE SAME. I AM ALSO THANKFUL OF THE STAFF WHO WERE SUPPORTIVE THROUGHOUT THE INTERNSHIP.



GAUTAM ELECTRO RIDES

Sales, Service & Spares

10th May 2022

TO WHOMSOEVER IT MAY CONCERN

This is to certify that **Mr. Aniket Morajkar** student of Goa Business School, Goa University, Taligao has successfully undergone Summer Training Programme at Gautam Electro Rides, Mapusa Goa from 10th January 2022 to 7th May 2022.

During his tenure, we have found him to be honest, hardworking and we wish him all success in his future endeavors.

For Gautam Electro Rides

Gautam Kavlekar

(Proprietor-Gautam Electro Rides)

Table of Contents

Industry & Company Overview	1
PESTLE ANALYSIS.....	3
SWOT ANALYSIS	6
PORTER'S 5 FORCES	7
VRIN ANALYSIS	9
LITERATURE REVIEW	10
PROJECT QUESTIONS.....	13
METHODOLOGY	13
PROJECT OBJECTIVES	13
PROJECT ANALYSIS	14
PROJECT FINDINGS.....	23
RECOMMENDATIONS.....	24
LEARNINGS DERIVED	24
ANNEXURE	25
REFERENCES.....	29

Industry & Company Overview

India is one of the fastest growing economies in the world. Industry segments like automobile, independence. The support received from government and welfare schemes have given a boost to these segments for steady and progressive growth.

Two wheelers were originally designed to offer safer, efficient and comfortable rides. They have come a long way since they first came into existence, while continuing to serve their purpose even today.

The Royal Enfield, the first two-wheeler in circulation in the country, was initially available solely to the military. Back then, owning a two-wheeler defined status, though they were not the preferred mode of transport. This changed in the 70s, when the market opened up to new brands like Yezdi and Rajdoot. Youngsters zoomed around on these noisy machines, leaving clouds of dust and smoke in their wake. The advent of Chetak scooters, Bajaj's debut product, was the beginning of the scooter story in India. It kicked a craze across the country and even had a waiting period for purchase at one point of time. The price of this scooter was as high as its demand. Despite this craze and obsession, the status symbol tag of two wheelers did not wear off. The shift from being beasts of pride to commodities of convenience happened gradually.

Two wheelers: A symbol of convenience

The advent of the 80s saw India's two-wheeler industry grow, forging partnerships with many foreign companies like Honda, Suzuki and Yamaha. Hero Honda's partnership made giant strides, with a slew of bikes that offered safer rides with better mileage. Hero Honda's Splendor became a landmark product that attracted the attention of the nation's youth

Two wheelers: A confluence of convenience and style

The Splendor opened the floodgates for a range of modern bikes that offered safety, comfort and great fuel efficiency. Bajaj, which was sitting comfortably in the glory of its line of successful scooters, caught itself napping while the market changed. Bajaj returned to the market in 2001 with the Pulsar, which featured a stylish design and powerful performance that was unheard of in the Indian bike market. With the fuel efficiency of a normal two-wheeler, it touched the racing pulse of every college-goer.

While the bike industry grew with cheaper and fuel-efficient bikes, Honda came with its next path-breaking product that would bring scooters back in vogue for a long time to come. The Activa took over the Indian market like no two wheelers had ever done. Almost every household in the country had an Activa, which they used for tiny errands!

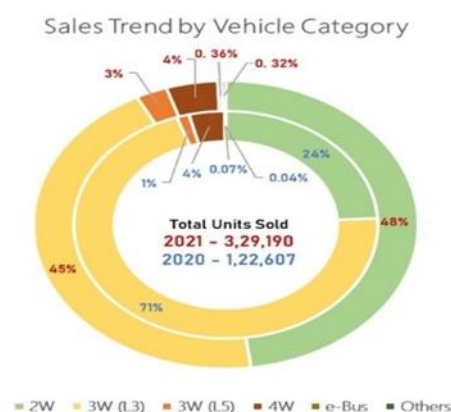
The Indian market has also witnessed a rise in the number of high-end sports bikes from Honda, Yamaha and Suzuki, which separated them from their Indian partners to form their own markets. The transition doesn't mean that bikes no longer have the power and status they once wielded; it has only enhanced to international levels. Though the Royal Enfield has maintained its legacy, foreign competitors like Harley Davidson and Triumph have joined it in recent years.

EV MARKET

With a combined market share of 90%, 2-Wheelers and low-speed L3 Category 3-Wheelers are the most popular electric vehicles. Due to the pandemic, EV sales declined in April and May, but sales began to pick up in June, with a steady growth rate.

Vehicle Segment wise contribution in 2021

- Electric 2Ws-48%
- Electric L3- 45%
- Electric L5- 3%
- Electric 4Ws-4%



Source : Vahan Website and Telangana regional transport data portal

- 1,57,712 units of High-Speed Electric 2W were sold in 2021 while 1,46,336 units sold of L3 category e-3Ws were sold in 2021.

- Sales of L5 electric 3W increased from 1612 units in 2020 to 8689 units in 2021, while the sales of electric 4W sales rose from 4642 units in 2020 to 14,218 units in 2021. The electric two-wheeler and three-wheeler (L3 Category) segment continue to drive EV volumes in the country.

State-wise EV Sales trends in 2021

- With 66,704 units sold in 2021, Uttar Pradesh has the highest share (20%) of electric vehicles sold.
- Karnataka, Tamil Nadu, Maharashtra, Telangana, and Rajasthan have the highest sales share (67%) of all high-speed electric 2W vehicles (high speed) sold in 2021.
- Uttar Pradesh, Bihar, Assam, and Delhi have the highest L3 category e3-Wheeler sales, accounting for approximately 75% of total sales while the highest number of high-speed L5 category e3-Wheelers are sold in Telangana, Karnataka, and Delhi.
- Maharashtra has the highest electric 4W sales for 2021, with 3743 units (26%), followed by Delhi and Telangana, each with around 1900 units (13%) sold. Maharashtra and Gujarat have the highest e-Bus sales in 2021 with 552 (47%) and 216 (18%) units sold, respectively.

Gautam Electro Rides is a multi-brand EV scooter outlet which was founded in the August 2021. It presently is led by the owner Mr. Gautam Kavlekar along with two sales members. The different range of brands that GER caters to are Deltic, E-apis Raptor, Zing, Emerge and Mantra. GER has around 80 happy customers in its account. It had extended its offerings towards a premium outlet of another EV scooter brand.

PESTLE ANALYSIS

POLITICAL FACTORS

- Business processes doesn't rely entirely on the type of government in a nation. An open-minded government and stable political environment present promising opportunities for business and growth for industry like EV-dealership. The govt. allows low interest rates through its institution for setting up the showrooms. Similarly, assistance for infrastructure is considered by the government.
- The government provides incentives for electric automobiles through its FAME policy. The main aim of this FAME scheme is to promote the demand for electric vehicles by offering subsidies to customers.

- Government stability also attracts investors for businesses and companies such as Green Shuttle, Ather Energy which leads to growth and development in the infrastructure as well as enhances international image.
- Favorable tax policies allow EV companies to expand easily which in turn reflects the performance of EV dealers.

ECONOMICAL FACTORS

- The business of dealership is influenced by the state of economy.
- FADA (Federation of Automobile Dealers Associations) has stated that exit of top 5 global automakers from India since 2017 have wiped out 64,000 jobs in the country and costed a dealer investment loss of ₹ 2,485 crore which brings us to the conclusion that dealership business has witnessed fluctuations in the market.
- Higher productivity at the dealers contributes positively towards growth of the companies.
- The decline in battery cost of EV allows the companies to lower prices which attracts more dealers.
- Higher unemployment trends will lead to lower overall disposable income in the economy, which in turn would directly affect the performance of the Gautam Electro Rides.
- Consumer Spending Trends
 1. Consumer spending trends are important and critical for companies Green Shuttle, Raptor and Zing.
 2. Higher consumer spending trends are preferred as they lead to higher purchases and consumption of products sold by Gautam Electro Rides.
 3. The higher consumer spending is also reflective of higher purchasing power, which is important for increasing overall consumption patterns, and health of the economy.
 4. These higher consumer trends can be positively influenced by maintaining customer relationship.

SOCIAL FACTORS

- Purchase of EV scooters increase awareness amongst citizens about environmental issues which in turn reflects the growth of EV dealers.

- Plenty of automobile's journals and magazines educates the people with health benefits as a result of lower emission.
- A higher portion of the younger population is beneficial for Gautam Electro Rides as it allows a larger consumer population base.
- A moderate to high middle class is also important for the dealer as its existing customers vary from skilled individuals to car rental business owners.
- A higher education in the population is desirable for multiple reasons such as being aware about purchases and consumption pattern.
- A higher awareness level also means that consumers will prefer quality, and will be knowledgeable of what the product promises and delivers. This comparison will form basis of repeat purchase
- Again, the brands which Gautam Electro Rides deal with will be at an advantage because of their focus on quality
- The family structure and size determine the frequency and nature of purchase made. This is also important for understanding consumption patterns.

TECHNOLOGICAL FACTORS

- EV companies which Gautam Electro Rides deals with such as Green Shuttle, Raptor, Zing are incorporating technological up-gradations and innovation to increase business efficiency and affectivity.
- The improved technological infrastructure also helps in attracting foreign direct investment, which in turn leads to further development and advancement thus igniting interest amongst the locals.
- The higher penetration of internet reflects a progressive and educated population, which is beneficial for Gautam Electro Rides to promote its business.
- Gautam Electro Rides also interacts with, gathers feedback, and communicates promotions to customers through official social media channels.

LEGAL FACTORS

- There's no major legal framework affecting contract enforcement.

- The companies have no issue if Gautam Electro Rides sells more than one brand of an EV.

ENVIRONMENTAL FACTORS

- Gautam Electro Rides needs to find if its present efforts towards customers are applicable in the new market or does it need to have new initiative to cater to the prospective market.
- The influence of climate change will impact the business model of Gautam Electro Rides. For e.g. If the supply chain of the companies that Gautam Electro Rides is rigid then it can lead to bottlenecks.

SWOT ANALYSIS

STRENGTHS

- The wide product portfolio can help Gautam Electro Rides reach its target audience. The outlet provides various EV scooter options to choose from.
- High quality of after sales service which enhances brand loyalty.
- Strong customer base in Mapusa and amongst the Car Rental Service Provider. The car and scooter rental owners often need new vehicles to attain the needs of the customers resulting into purchase of new vehicles. Due to the evolution of EV market, there could be demand for EV amongst the rental services and possessing a strong network with them would be worthy.

WEAKNESS

- The brands catered by Gautam Electro Rides has low rate of awareness due to the company's limited marketing activities.
- Less number of employees can't cope up with the demand at the showroom.
- Limited payment options with regards to finance.
- The brands sold by GER have insufficient budget for the marketing and promotion activities which doesn't spread awareness of the EV scooters.

OPPORTUNITIES

- Stronger customer base amongst car rental providers who usually are based in tourist centric areas would allow Gautam Electro Rides to extend its offerings in the following places.
- Social media growth enables customer acquisition. The engagement activity on social media can be used to create major impact on increasing the brand awareness. At the same time, it would be equally beneficial as a word of mouth.
- The changing needs, tastes, and preferences of customers can be an opportunity if it has good market knowledge.

THREATS

- Emergence of new competitors within 1km radius of Gautam Electro Rides. Due to possible high demand in future for EV, more individuals would be willing to take up the dealership of EV's which would possibility halt the growth.
- Contract renewal of the premises. The premise at which the showroom is situated has had gloomy experience with the past owners which possibly creates fear amongst the owner of GER.
- Limited variants of 80kmph scooters. (Suitable for Goan Terrain) Since Goa has highland areas, hills and mountain region and in order to travel across those steep roads require higher speed which is not generated through the 50kmph variants and thus the other variants are benefitting.

PORTER'S 5 FORCES

1. Bargaining power of Suppliers- LOW

Bargaining power of suppliers in the Porter 5 force model reflects the pressure exerted by suppliers on business organizations by adopting different tactics like reducing the product availability, reducing the quality or increasing the prices. The brands catered by Gautam Electro Rides have scattered distribution in Gao thus making lowering the power of suppliers.

2. Bargaining power of Customers-HIGH

The customer base of EV industry is growing at a decent rate. In November, the bookings for EV crossed 40,000 for the first time in India. Due to availability of several EV brands in that area, the bargaining power of customers is high. The switching cost

is low as the models are available at relatively similar price except Ather which is priced higher compared to other EV brands. Customers look at price, convenience (offered through the features), colour variants and where ever they find the best of them they go to that channel.

3. Threat of Substitutes-LOW

There are several alternatives for EV's such as natural gas vehicle, BioNGV or Biomethane, the hydrogen vehicle and the bio fuels. EV itself is a substitute which is gathering momentum against the fuel scooters which has already capitalized the market. Usually the threat increases when;

- A cheaper substitute product/service is available from another industry
- The psychological switching costs of moving from industry to substitute products are low.
- Substitute product offers the same or even superior quality and performance However, this threat is low for Gautam Electro Rides.

4. Threat of New Entrants-HIGH

EV market is rising very rapidly in India. In FY 2020, EV sales for two-wheelers in India increased by 21 percent. For EV buses, the sales for the same period increased by 50 percent. This is due to the recovery of Indian disposable income and people willing to adopt a healthy lifestyle. Since the EV market is blooming with several companies launching its brands, plenty of inspiring individuals would be willing to take up dealership of those companies in order to profit out of the progressive market. Also, the barriers to enter the market is low in case of EV dealership thus opening the route for potential dealers.

5. Competitive Rivalry-LOW

At present Gautam Electro Rides doesn't face competition from the existing dealers in Mapusa but possesses significant threat from emergence of companies which has already established its presence in the fuel scooters and planning to expand its presence in the world of EV. Due to massive research center and marketing efforts on a larger scale, those brands would have an edge over other brands of the companies

VRIN ANALYSIS

Resource/Capability	Valuable	Rare	Inimitable	Non-Substitutable	Competitive Implication
Customer Network & Loyalty	YES- strong customer base	No	Yes- Technique can be copied	Yes	Yes- Long term
Advertisement	YES	No, ad techniques are used by other dealers	No	No	Yes- Medium term
Physical Infrastructure	No- insufficient space for the display of vehicles	No	Yes- new dealer can setup its showroom	No	Yes- competitive advantage
Brand Awareness	No	Yes	Yes, to enhance the distribution network the EV companies can give dealership to other.	Yes	Yes-Short term advantage
Sales Force	No- smaller salesforce and doesn't possess ample knowledge of the vehicles	No	Yes	No	Yes-Minimal Advantage

LITERATURE REVIEW

The factors that consumers prefer while initiating purchase of an EV aiming to better inform policy-makers and give direction to further research. The research was commenced through reviewing the wider range of factors in EV adoption then presenting a comprehensive picture of current research by collecting all the available academic EV preference studies. Firstly, it underwent a comparison of the economic and psychological approach towards the topic. The EV preference theory served as the study's conceptual framework. A brief review of modelling techniques as well as review of estimates of consumer preference for financial, technical, infrastructural and policy attributes. A categorisation of influential factors for consumer preferences into groups such as socioeconomic variables, psychological factors, mobility condition, social influence, etc. is then made and their effects are elaborated. The research concludes that financial, technical and infrastructure attributes are found to have a significant impact on EV choice. Tax reduction policies are effective while the effect of other policies (pricing and other) remains controversial.(Alreck & Settle, 1999)

International journal of research in Commerce and Management published a paper on understanding the consumer behaviour of EV's. 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 if demographic factors like income, age, qualification, etc. does consumer buying intentions towards electric scooter differs. The study concludes the fact that the scooters can be judged on basis of respondents age, income group and their willingness to pay. The researchers feel that the EV companies must target the people from urban settlement.(RANJAN et al., 2013)

Elsevier published study on factors affecting consumer preference for electric vehicles in the Korean market. The study aimed to analyse empirically the factors related to the consumers attitudes toward environmental issues and vehicle attributes that significantly affect the EV preferences of potential Korean consumers. The survey was categorised into two parts, 1. Discrete car choice questionnaire and 2. Consumers attitude questionnaire. A total of 1251 respondents were asked to choose their preferred vehicle type between internal combustion engine vehicle and electric vehicle in discrete car choice questionnaire. The final result revealed that consumers who are in favour of EV are sensitive to environment pollution issues especially in vehicle pollution, and place high importance on the future value of automobiles and less importance on vehicle aesthetics when purchasing a car. Also, economic factors such as purchase price and charger subsidies, and charging infrastructure are necessary for

successful EV adoption in Korea, with the possibility of a positive externality effect of using EVs.(Jung et al., 2021)

Another paper was published of factors influencing the purchase of electric vehicle in China. The study analysed the factors influencing the consumer EV purchase and license plate controlled (LPC) cities using logistic regression. T tests were used to assess consumers preferences and differences between LPC cities and cities with no license plate control (NLPC's). The results suggest that the license plate control policy is more influential than purchasing subsidy to Chinese consumers, and the negative impact of subsidy phasing out can be alleviated by other policy instruments. To cope with future challenges, the government and automobile companies should pay more attention to the differences between LPC and NLPC cities regarding customers' EV preferences and influencing factors, and customize policy design towards NLPC cities. More public promotion of EV's is also required to eliminate potential consumers' misperceptions and increase social acceptance of EV's.(Ouyang et al., 2020)

Another study was conducted to determine the psychological and behavioural factors affecting the adoption and satisfaction of EV's in China and Korea. Respective samples were collected from relatively mature EV users in four major cities in China (Chinese early majority) and from members of a fledgling EV community in Korea (Korean early adopters). The results show that environmental concern is an important determinant of EV purchase for the Chinese early majority, whereas the goal of minimizing operating costs is the most important determinant for the Korean early adopters. Usage satisfaction is high in both samples, with this factor being higher for the Korean early adopters than for the Chinese early majority. Usage satisfaction is also found to be related to the original purchase motive. Finally, EV owners in both countries cited "battery range" and "battery charging" as the two most important reasons for their dissatisfaction.(Chu et al., 2019)

A paper empirically investigates the factors influencing a consumer's intention to adopt an EV. A total of 211 peer-reviewed research articles published between 2009 and 2019 covering the main categories consumer intentions – adoption intention, purchase intention, behavioural intention, and usage intention, – were selected. study categorises influential factors, into four main types, namely demographic, situational, contextual, and psychological. A comprehensive overview of the theoretical perspectives was also developed to understand adoption behaviour

and a consumer's intentions towards EVs. The findings provide the most common research methodology employed for testing, analysing and comparing the relations among EV factors. A simple metanalysis shows that the trend of studies on the influencing factors for adopting EVs has increased significantly over the past decade. Finally, this review study has managerial implications and shows future directions for EV researchers and practitioners that may help governments and the automobile industry to increase the usage share of EVs.(Singh et al., 2020)

A report published by Elsevier compares psychological and behavioural factors affecting EV (electric vehicle) adoption and satisfaction between China, the largest EV market in the world, and Korea, a fledgling EV market. Respective samples were collected from relatively mature EV users in four major cities in China (Chinese early majority) and from members of a fledgling EV community in Korea (Korean early adopters). The results show that environmental concern is an important determinant of EV purchase for the Chinese early majority, whereas the goal of minimizing operating costs is the most important determinant for the Korean early adopters. Usage satisfaction is high in both samples, with this factor being higher for the Korean early adopters than for the Chinese early majority. Usage satisfaction is also found to be related to the original purchase motive. Finally, EV owners in both countries cited "battery range" and "battery charging" as the two most important reasons for their dissatisfaction. We suggest that the government shift its emphasis from reducing acquisition cost to reducing vehicle operating cost and increasing convenience.(Chu et al., 2019)

Rawin Vongurai published paper in Journal of Asian Finance, Economics and Business which identifies factors affecting consumer's brand preference toward environment-friendly products like electric vehicles in Bangkok, Thailand. The researcher conducted the study based on a quantitative approach and adapted a nonprobability sampling as a convenience sampling method. The data were collected from 400 respondents living in Bangkok, who are 18 years old and above, with significant knowledge of electric vehicles. This study adapted the Structural Equation Model (SEM) and Confirmatory Factor Analysis (CFA) to examine the model accuracy, reliability and verification influence of various variables. The results revealed that social influence has significant effect on environment concern as well as a positive effect on attitude. The initial significance of environment concern leads to a positive effect on fuel efficiency, followed by brand preference. Lastly, attitude has a significant effect on brand preference as attitude of consumers toward environment-friendly products affects the

encouragement of brand preference, which largely depends on individual opinion. From an environmental concern, the researchers identified fuel efficiency and attitude having a positive and significant effect on brand preference toward environment-friendly products for electric vehicles. The authors also found that environmental concern and social influences on green purchasing behaviour were significantly interrelated.(Vongurai, 2020)

PROJECT QUESTIONS

- ❖ What is the psychological behaviour towards purchasing the E-scooter?
- ❖ What are the attributes that a customer looks out in the E-scooter prior to the purchase?
- ❖ What is the level of brand awareness of the scooters at Gautam Electro Rides?

METHODOLOGY

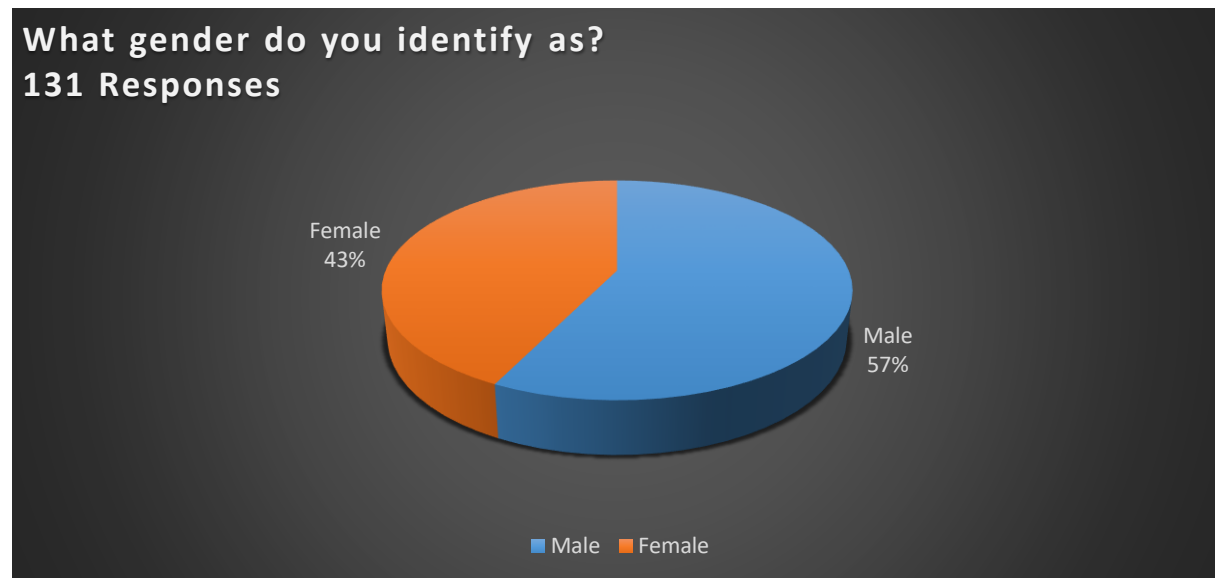
The representatives at Gautam electro Rides witnesses' confusion in the minds of customers while choosing the scooters. Thus, there is a need to understand the preferences of the customers. The respondents of the survey are the customers who walk in at the store. People above 18 are considered because they have willingness to adopt to a new lifestyle and the versatility factor brings in a change. Since Gautam Electro Rides is situated in Mapusa which is part of Bardez Taluka, it is convenient to choose the respondents from Bardez. The project measures the brand preference and it helps to determine the factors influencing the people to purchase the EV, the preferred attributes prior to purchasing EV scooter, helping to understand the attitude of people towards the safety of the environment, evaluating the awareness of scooters at Gautam electro Rides. That data generated will help to understand the brand preference of the customers. The survey is circulated through Google forms via personal contacts and handed to the customers who walk in. The final data is summarised and the statistics are presented followed by applying correlation analysis and tested through regression analysis.

PROJECT OBJECTIVES

- To identify the psychological factors influencing the purchase of e-scooter.
- To determine attributes that customers look out in an E-scooter prior to the purchase.
- To evaluate the level of brand awareness of the E-scooters at Gautam electro Rides.

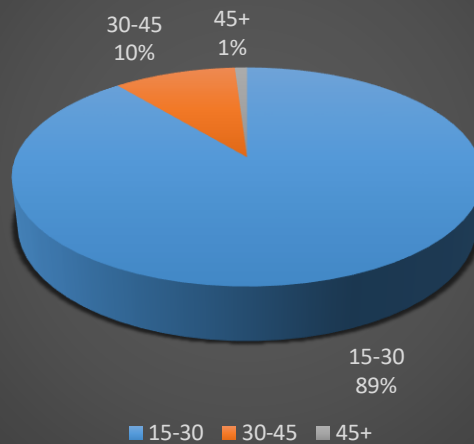
PROJECT ANALYSIS

Sample Size 131



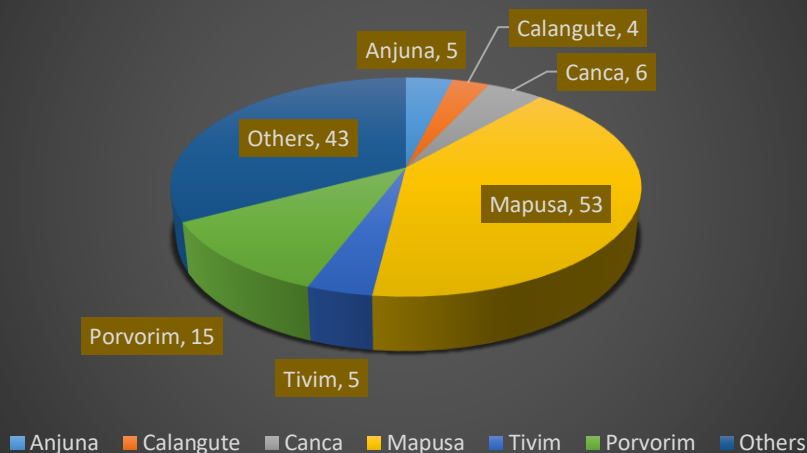
Majority of the respondents were male whereas 42.7% accounted for females.

What is your age? 131 Responses



88.5% of the respondents were between the age group of 15-30, 9.9% of the respondents were 30-45 years old and few were above the age of 45.

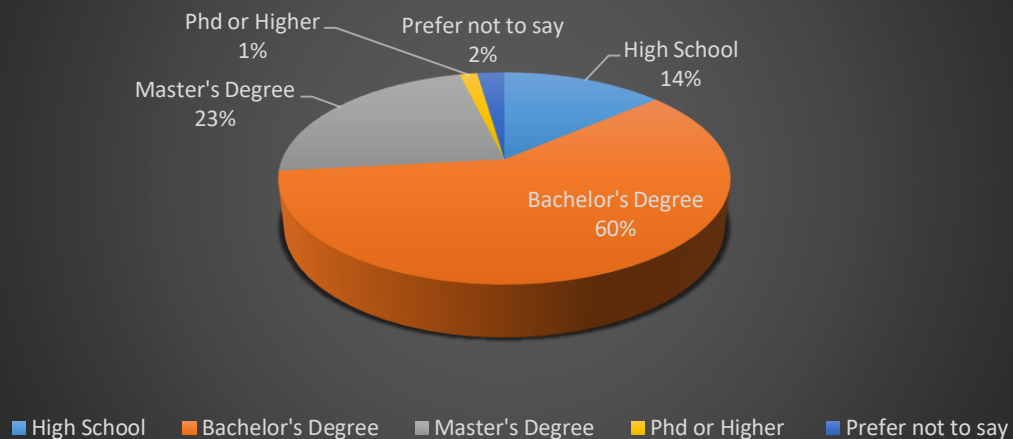
Where do you stay? 131 Responses



Majority of the respondent were from Mapusa, followed by 11.5% of the respondents hailing from Porvorim and other places contributing towards the other half of the respondents.

What is the highest degree or level of education you have completed?

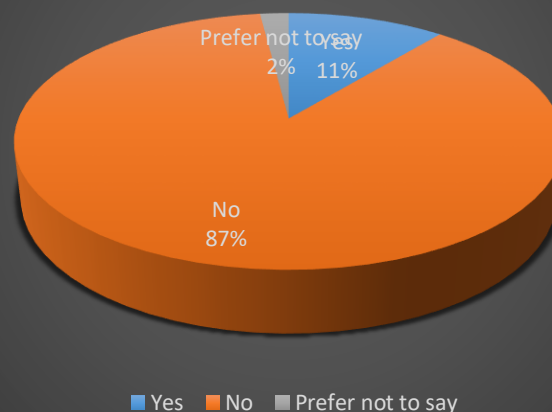
131 Responses



More than half of the respondents had a bachelor degree whereas around 22.9% had a master's degree and other 18% attended high school and were PhD Holders.

Are you married?

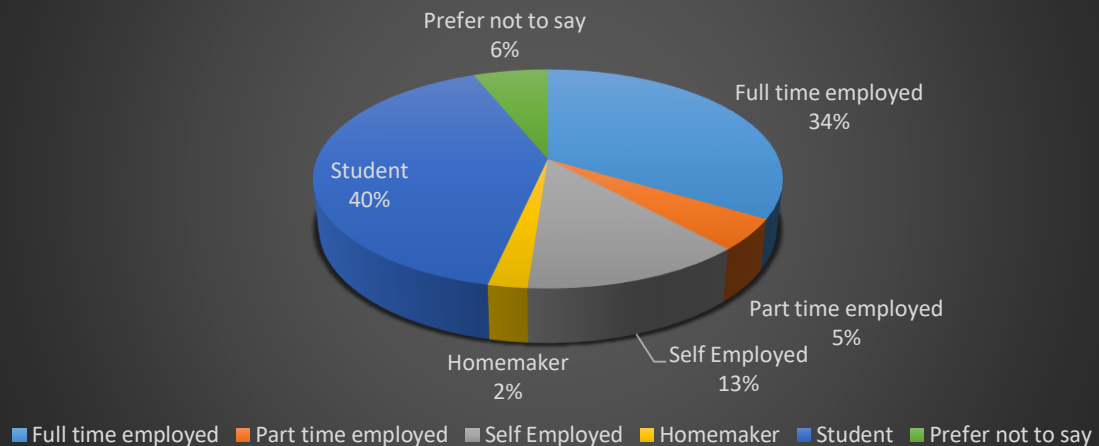
131 Responses



Majority of the respondents were married and as low as 11.5% were unmarried.

What is current employment status?

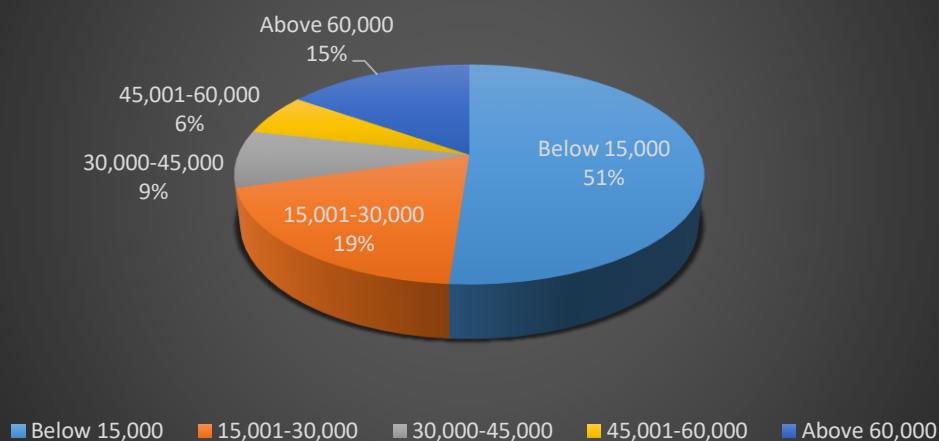
131 Responses



A little less than half were students, 33.6% were full time employees and 13% were self-employed.

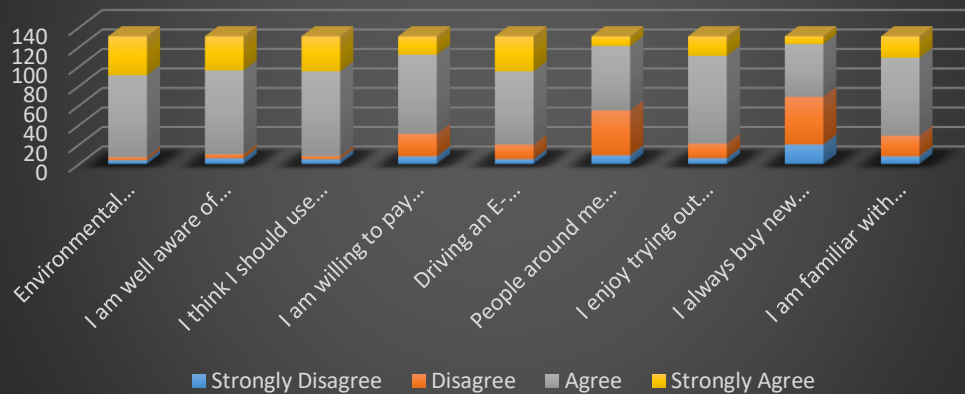
What is current employment status?

131 Responses



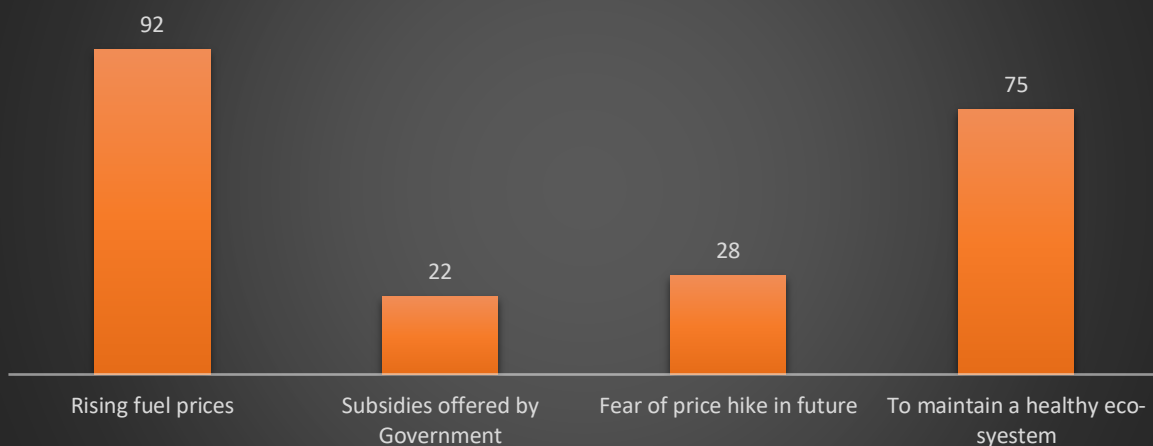
Slightly more than half of the respondents earned or had an income of below Rs.15,000, 19.3% of the respondents earned in range of 15k-30k and around 15% earned or had an income above 60k.

Rate the following psychological factors that affects e-scooter purchasing decision.
131 Responses



Majority of the respondents **agreed** that environmental issues were important to them. Majority of the respondents **agreed** that they were aware of the future disasters that environmental problems will bring. Majority of the respondents **agreed** that they should use renewable energy. Majority of the respondents **agreed** that they are willing to pay more for purchasing environmentally friendly products. Majority of the respondents **agree** to the fact that driving an E-scooter is one of the actions by which one can take responsibility for the next generation. Majority of the respondents **agreed** that people often ask for information to them whereas little less than majority **denied** the same fact. Majority of the respondents **agreed** that they like trying out new ideas. Majority of the respondents **agreed** that they buy new high-tech products before others and slightly less than half respondents **denied** the same fact. Majority of the respondents **agreed** that they are aware about the e-scooters and around 29 respondents **denied** or **disagreed** the same fact.

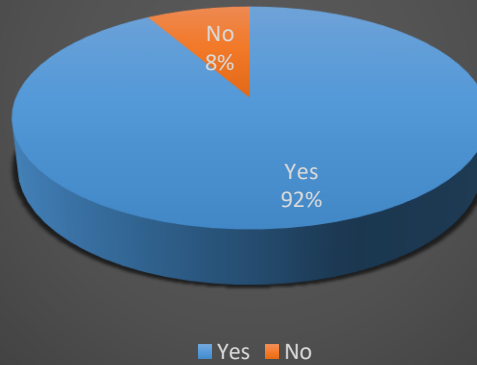
Why would you switch to an E-scooter from a fuel scooter?
131 Responses



Majority of the respondents would switch to an E-scooter as a result of rising fuel prices, whereas 57% of the respondents felt the need to maintain healthy eco-system was the reason to switch an E-scooter and around 37% of the respondents felt that the subsidies offered by the govt and possible price hike in future were the motivational factor to purchase an E-scooter.

Do you research about the features of desired vehicles before purchasing it?

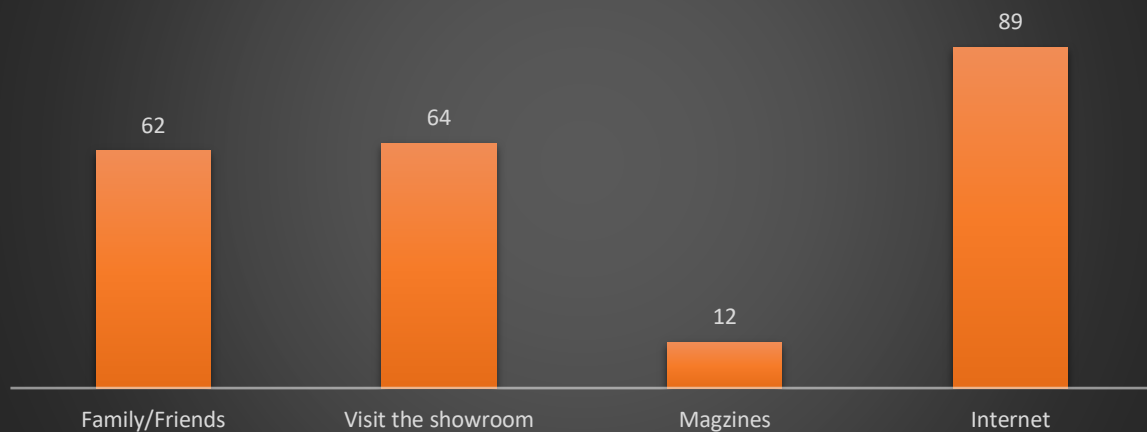
131 Responses



Majority of the respondents research prior to purchasing a vehicle.

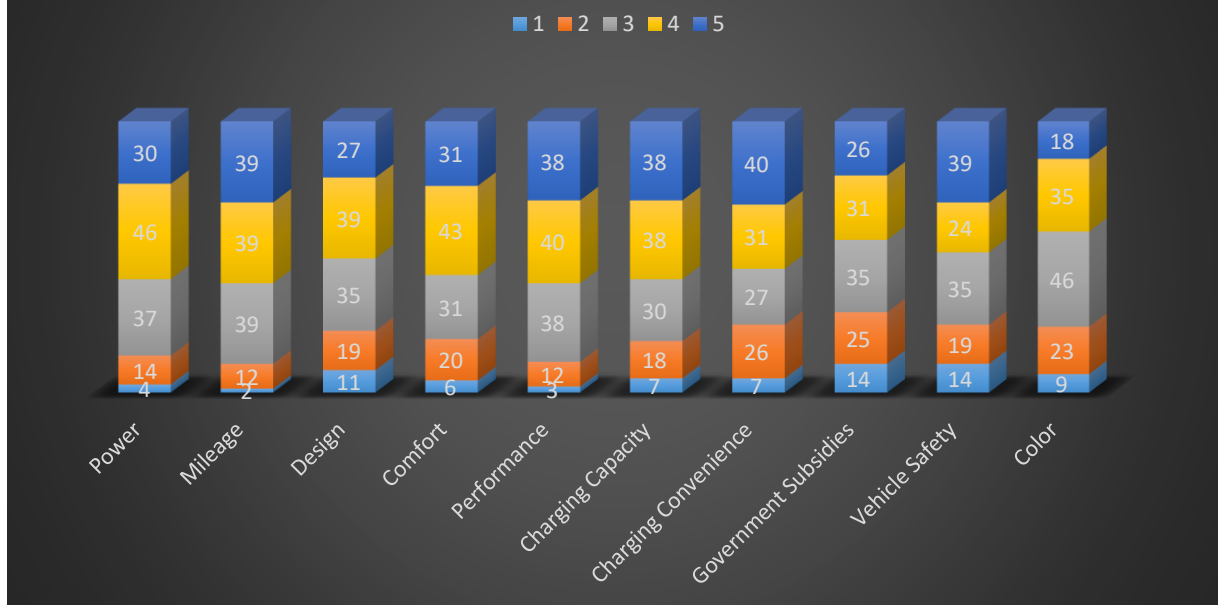
What sources do you consider?

120 Responses



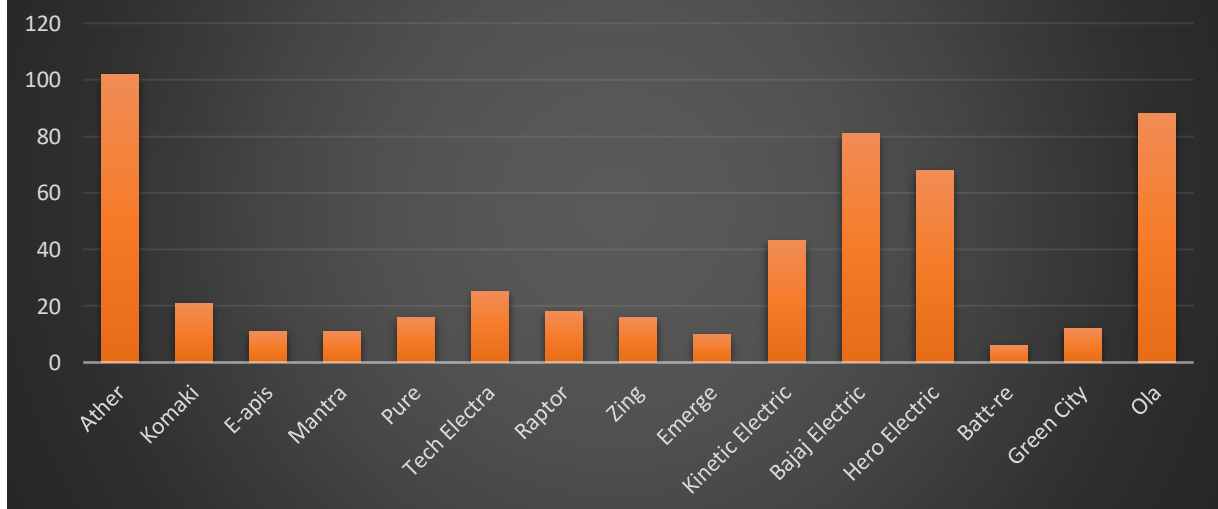
Internet is the most used source to generate information knowledge about vehicles prior to purchase followed by visiting the showroom and consulting family/friends for the advice.

Preference for the attributes of E-scooter prior to purchase. 131 Responses



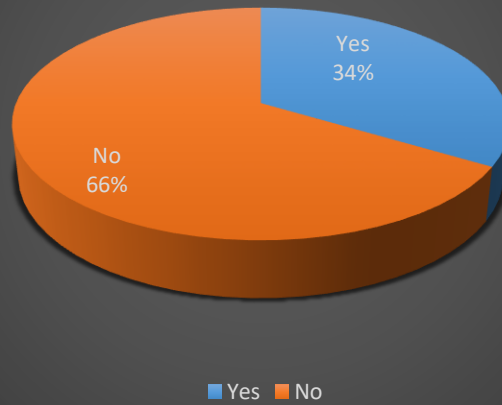
The following graph analyses the preference of the features of E-scooters on the scale of Majority of the respondents rated 4/5 for the power. Equal number of respondents rated 3/5, 4/5, 5/5 for the mileage. 39 respondents rated 4/5 whereas 35 rated 3/5 for the design attribute. Majority of the respondents rated 4/5 for the comfort. 38 respondents 3/5, 40 rated 4/5 and another 38 rated 5/5 for the performance attribute. A combined of 76 respondents rated 4/5 and 5/5 for the attribute of charging capacity. Majority of the respondents rated 5/5 for the attribute of charging convenience. Majority of the respondents rated 39 for the attribute of vehicle safety whereas a combined of 33 respondents rated 1/5 and 2/5 for the safety of E-scooter. Majority of the respondents rated 3/5 for the preference of color attribute 35 rated 4/5 for the same.

Tick the E-scooter brands you have heard of 131 Responses



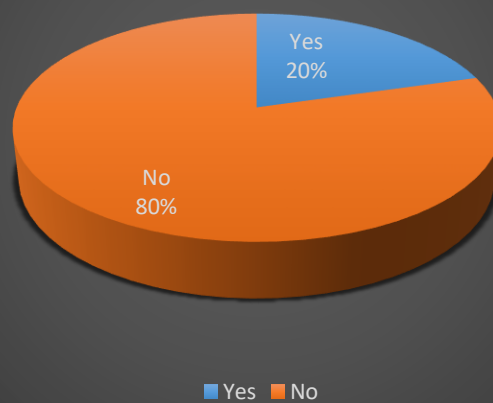
Majority of the respondents have awareness about the brands such as Ather, Ola, Bajaj Electric and Hero Electric. Other brands such as Koamki, Techo Electra comparatively have lower awareness.

Have you visited any E-scooter showroom in Goa?
131 Responses



Majority of the respondents haven't visited any E-scooter showroom.

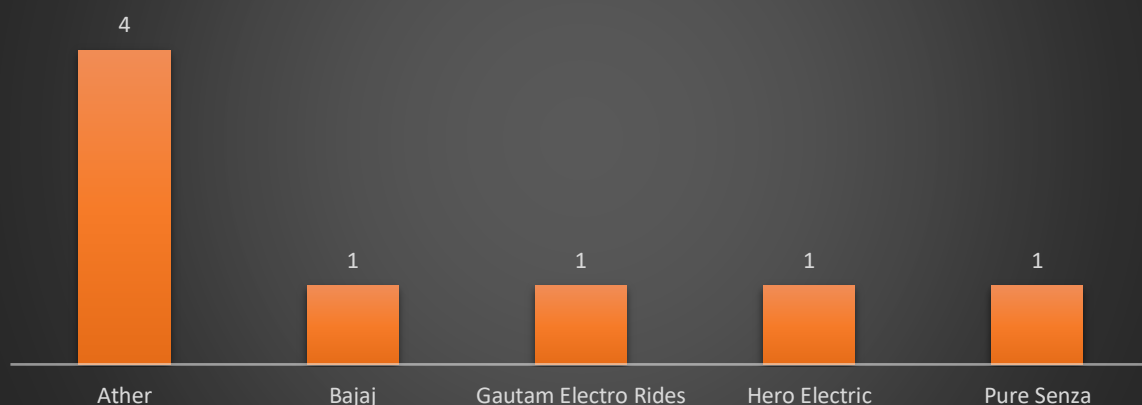
Have you purchased any E-scooter from there? 44 Responses



9 out of 44 respondents who visited the showroom have purchased E-scooter from the same.

Please specify the name of the showroom you purchased scooter from.

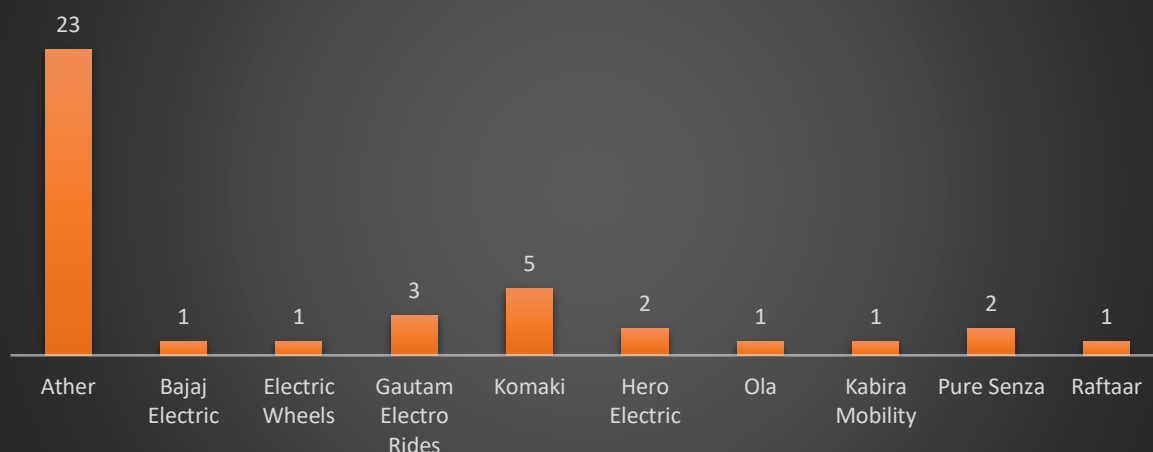
9 Responses



4 respondents have purchased scooters from “Ather”, whereas “Bajaj electric”, “Gautam Electro Rides”, “Hero Electric”, and “Pure Sanza” are amongst the other showrooms where the electric scooter was purchased from.

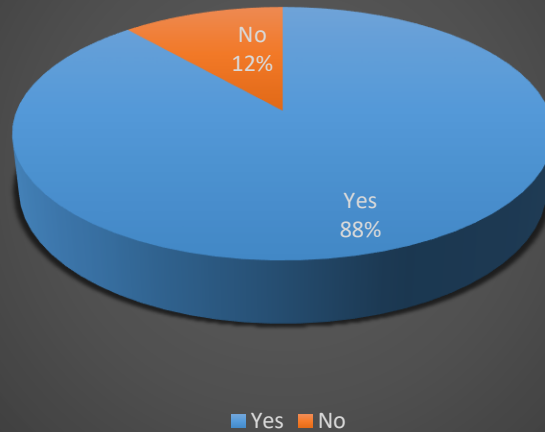
Please specify the name of the showroom you visited.

40 Responses



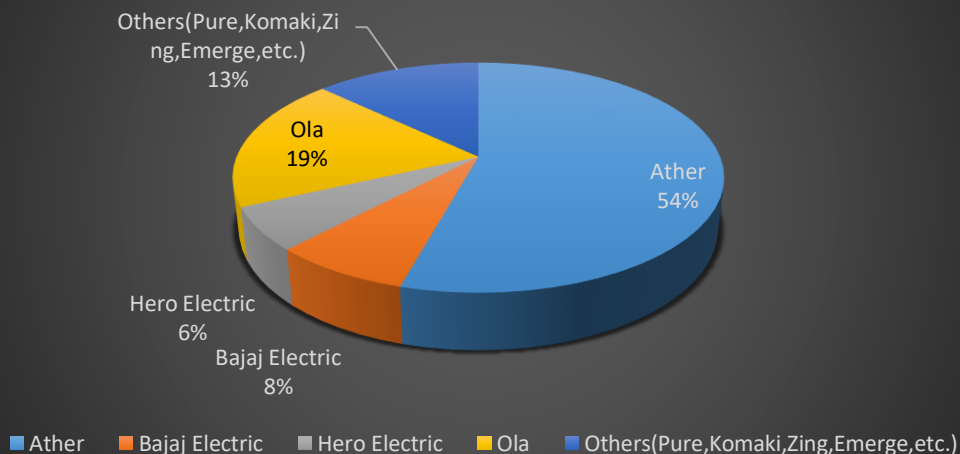
23 out of 40 respondents have visited Ather Space showroom located in Porvorim. Another 5 respondents have visited Komaki and 3 have visited Gautam Electro Rides.

Would you like to buy an E-scooter in future? 131 Responses



Majority of the respondents would prefer to purchase an E-scooter in future.

Which brand would you prefer to buy? 116 Responses



More than half of the respondents prefer to purchase Ather, a little less than quarter would be willing to purchase Ola and few would be willing to opt for Hero Electric and Bajaj Electric. The rest 13% would be willing to opt for other brands such as Pure, Komaki, Emerge, Zing, etc.

PROJECT FINDINGS

According to the data, majority of the Mapusa respondents admit the fact that they will switch to an E-scooter and primary cause being rising fuel prices. They have come across the brands such as Ather more compared to the other E-scooter brands in the market. Most respondents from Mapusa admit will be willing to spend a penny more to ensure safer environment and feel that using an E-scooter is one of the steps for the same. Majority of the respondents visit showrooms and surf the net to get information prior to vehicle purchase. This section analyses the data of people from other places in Bardez such as Porvorim, Calangute, Anjuna, etc. The

avg age of respondents ranged from 15-45 where the majority were students and employed. The data shows that the majority of the respondents are environmental conscious and would consider using E-scooter as a way to control the pollution being caused by the emission of fuel vehicles. Rising fuel prices and maintaining a healthy eco-system were the major reason why an individual would switch to an E-scooter from a fuel scooter. Most of the individuals conduct self-research for purchasing vehicle through surfing the internet and visiting the showroom. The respondents would highly rate attributes such as power, charging convenience and vehicle safety prior to the purchase of E-scooter. Ather has highest awareness level amongst the respondents and it's obvious due to the marketing efforts by Ather. Bajaj, Hero and Kinetic are amongst the other brands that are known amongst the respondents as these brands have affiliation with the fuel scooters. The brands that Gautam Electro Rides caters to have low rate of awareness amongst the people thus raising concern about quality and performance and overall affecting the sales.

RECOMMENDATIONS

Advertisement of products through banners in the city. Using certain social media tools to enhance its reach of offerings to the customers. Revamping the existing sales team by staffing trained sales executives in order to attend the customers confidentially. The current sales executive is tasked with more than one job thus affecting the productivity of the original task assigned. Extending the range of finance schemes would be beneficial as there is only one scheme and it raises concern with respect to the security of the same and the process is quite complex. Freebies are what customers like and giving away a helmet or a jacket with branding on certain condition of purchase would prove as a cheaper source of advertisement. The survey results brought to the conclusion that the respondents are environmentally friendly and this factor could be highlighted at the showroom. Considering the fact that E-scooters are fresh in the market Gautam Electro Rides can set-up a center at an exhibition to display its offerings at an event. Gautam Electro Rides is also a sub-dealer of scooter companies such as Yamaha, Piaggio thus they can enquire if Ather would be willing to extend its offerings at the Gautam Electro Rides outlet as the study derived that majority of the respondents would be willing to purchase Ather.

LEARNINGS DERIVED

Clarity in explanation of features to the customers is a critical task and inability to do so makes the customers sceptical to proceed further. The sales executive must make an effort to highlight the problem to the customer and provide solution to resolve the same with. For e.g.: electric scooters are offered through various speed limits. The one with 50kmph puts up a challenging task to ride on the slope with a pillion rider and thus suggesting the customers to opt for a higher speed variant is the solution. It is of major importance to follow up with the customers after the purchase. Having a larger product offering gives customers time to make a choice with regards to their preference. It also creates instant impact and all these qualities contribute towards building loyalty and repeating sale in future.

ANNEXURE

Q1. What gender do you identify as?

- a) Male
- b) Female
- c) Prefer not to say

Q2. What is your age?

- a. 15-30
- b. 30-45
- c. 45+
- d. Prefer not to say

Q3. Where do you stay?

- a. Aldona
- b. Alto Betim
- c. Anjuna
- d. Arambol
- e. Arpora
- f. Assagao
- g. Assonora
- h. Baga
- i. Bastora
- j. Betim
- k. Caisua
- l. Calangute
- m. Calvim
- n. Camurlim
- o. Canca
- p. Candolim
- q. Carona
- r. Colvale
- s. Corjuim
- t. Dhagalim
- u. Gurim
- v. Mapusa
- w. Mencurem
- x. Moira
- y. Nachinola
- z. Oxel
- aa. Parra
- bb. Penha De France
- cc. Pilerne
- dd. Pirna
- ee. Pomburpa
- ff. Porvorim
- gg. Revora

- hh. Saipem
- ii. Saligao
- jj. Salvador De Mundo
- kk. Sangolda
- ll. Siolim
- mm. Tivim
- nn. Ucassiam

Q4. What is the highest degree or level of education you have completed?

- a. High School
- b. Bachelor's Degree
- c. Master's Degree
- d. Ph.D. or higher
- e. Prefer not to say

Q5. Are you married?

- a) Yes
- b) No
- c) Prefer not to say

Q6. What is current employment status? Full time employed

- a) Part time employed
- b) Self Employed
- c) Homemaker
- d) Student
- e) Prefer not to say

Q7. What is your monthly income?

- a) Below 15,000
- b) 15,001-30,000
- c) 30,000-45,000
- d) 45,001-60,000
- e) Above 60,000

Q8. Rate the following psychological factors that affects e-scooter purchasing decision.

	Strongly Disagree	Disagree	Agree	Strongly Agree
Environmental issues are important to me.				
I am well aware of future disasters that environmental problems will bring.				
I think I should use renewable energy.				

I am willing to pay more for purchasing environmentally friendly products.				
Driving an EV is one of the actions by which one can take responsibility for the next generation.				
People around me often ask me for information.				
I enjoy trying out new ideas.				
I always buy new innovative high-tech products before others.				
I am familiar with EVs.				

Q9. Why would you switch to an E-scooter from a fuel scooter?

- a) Rising fuel prices
- b) Subsidies offered by Government
- c) Fear of price hike in future
- d) To maintain a healthy eco-system

Q10. Do you research about the features of desired vehicles before purchasing it? 131 Responses

- a) Yes
- b) No

Q11. What sources do you consider? 120 Responses

- a) Family/Friends
- b) Visit the showroom
- c) Magazines
- d) Internet

Q12. On the scale of 1-5, how much preference would you give to the below features of an E-scooter.

Attributes	1	2	3	4	5
Power					
Mileage					

Design					
Comfort					
Performance.					
Charging Capacity					
Charging Convenience					
Government Subsidies					
Vehicle Safety					
Colour					

Q13. Tick the E-scooter brands you have heard of

- a) Ather
- b) Komaki
- c) E-apis
- d) Mantra
- e) Pure
- f) Tech Electra
- g) Raptor
- h) Zing
- i) Emerge
- j) Kinetic Electric
- k) Bajaj Electric
- l) Hero Electric
- m) Batt-re
- n) Green City
- o) Ola

Q14. Have you visited any E-scooter showroom in Goa?

- a) Yes
- b) No

Q15. Have you purchased any E-scooter from there?

- a) Yes
- b) No

Q16. Please specify the name of the showroom you purchased scooter from.

Q17. Please specify the name of the showroom you visited.

Q18. Would you like to buy an E-scooter in future?

- a) Yes
- b) No

Q19. Which brand would you prefer to buy?

- a) Ather
- b) Bajaj Electric
- c) Hero Electric
- d) Ola
- e) Others (Pure, Komaki, Zing, Emerge, etc.)

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