

To Study Consumer Preference Towards Purchase of Two-Wheeler EV Vehicles Among the People of Ahmedabad

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ARTICLE INFO

Keywords: Consumer Preferences, Electric Vehicles, Ahmedabad, Adoption Factors

Received : 16 October

Revised : 29 November

Accepted: 31 December

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ABSTRACT

This study explores consumer preferences regarding the purchase of two-wheeler Electric Vehicles (EVs) among the people of Ahmedabad, India. The primary objective is to understand the factors influencing consumer decisions, focusing on age, environmental concerns, affordability, and infrastructure. Using a quantitative research approach, data were collected through a structured questionnaire and analysed using statistical methods, including Chi-square tests to examine relationships between demographic factors and consumer preferences. The results reveal that while age plays a role in shaping consumer attitudes, factors such as price sensitivity, government incentives, and charging infrastructure availability were found to be more significant determinants of EV adoption. The study highlights that younger consumers are more likely to be influenced by environmental concerns, while affordability and the convenience of charging infrastructure remain key barriers for all age groups. The weak relationships between age and most variables suggest that broader socio-economic factors, rather than age alone, drive consumer behaviour in the EV market. Additionally, the role of social influence from family and friends, as well as government policies and subsidies, were found to be significant in shaping purchase decisions

INTRODUCTION

In recent years, there has been a global focus on shifting towards sustainability and environmental-friendly transportation solutions (Vidani, 2015). One such solution gaining significant attention is the adoption of Electric Vehicles (EVs), especially two-wheelers, which are seen as a good alternative to conventional fuel-powered motorcycles and scooters (Vidani & Solanki, 2015), (Vidani J. N., 2018). The widespread adoption of electric two-wheelers can play an important role in reducing carbon emissions, air pollution, and addressing the environmental impacts associated with traditional fossil fuel-powered transportation (Vidani, 2015). However, despite the environmental benefits and government policies encouraging the shift to electric mobility, the adoption rate of electric two-wheelers in many countries, including India, remains relatively low (Solanki & Vidani, 2016), (Vidani, 2015). Understanding consumer preferences and the factors influencing the purchase decisions of electric two-wheelers is crucial to accelerate this transition (Bhatt, Patel, & Vidani, 2017).

This study aims to explore and analyze the consumer's preferences towards the purchase of electric two-wheelers in Ahmedabad, a rapidly developing urban city in India (Pradhan, Tshogay, & Vidani, 2016). Ahmedabad is also struggling, like many other Indian cities with issues such as severe air pollution, traffic congestion, and dependency on fossil fuels (Mala, Vidani, & Solanki, 2016), (Vidani, 2016). With India being one of the largest markets for two-wheelers in the world, the potential for electric two-wheelers to contribute to a cleaner and sustainable transportation system is significant (Vidani, Chack, & Rathod, 2017). However, despite the advantages of electric two-wheelers, including lower operating costs, fewer emissions, and reduced reliability on imported fuels, their market penetration remains limited in India, especially when compared to conventional two-wheelers (Singh, Vidani, & Nagoria, 2016), (Vidani, 2015). The goal of this research is to investigate the factors that influence consumer preferences and the purchase decisions of electric two-wheelers in Ahmedabad (Mahajan & Vidani, 2023). By identifying these factors, the study aims to contribute significant insights that can inform policy decisions, marketing strategies, and product development within the EV industry (Vidani J. N., 2020). This research is specifically important because, there is a distinct gap in literature regarding the specific preferences and perceptions of consumers towards electric two-wheelers in the Indian aspect (Vasveliyya & Vidani, 2019). This is particularly relevant in cities like Ahmedabad, where the growth of electric mobility could have significant benefits for both the environment and the local economy (Vidani & Singh, 2017).

Electric vehicles, including electric two-wheelers, have gained attention as a part of the global push for more sustainable transportation solutions (Vidani, Jacob, & Patel, 2019). EVs reduce the harmful environmental impacts associated with conventional vehicles, such as air pollution, greenhouse gas emissions, and noise pollution (Vidani, 2016). As global awareness about climate change and its consequences has grown, EVs have emerged as a viable alternative to the internal combustion engine (ICE) vehicles that have long dominated the

market (Sachaniya, Vora, & Vidani, 2019). Electric vehicles are seen as one of the most effective ways to reduce greenhouse gas emissions from the transportation sector, which is one of the largest contributors to global warming (Vidani, 2018), (Odedra, Rabadiya, & Vidani, 2018).

LITERATURE REVIEW

The transition from conventional fuel-based transportation to electric mobility has become a focal point for governments, industries, and researchers globally (Singh & Vidani, 2016). And as a part of this trend, EV(Two-Wheelers) are emerging as a significant alternative for transportation, especially in countries like India where two-wheelers cover a large portion of the vehicle market (Vidani & Plaha, 2016). Despite the growing attention on electric vehicles (EVs), the adoption of E2Ws remains very low, primarily due to various factors (Vidani & Pathak, 2016), (Vidani, 2019). This literature review explores research on consumer preferences towards the adoption of electric two-wheelers, examining determinants such as economic factors, technological advancements, social influences, government policies, and consumer perceptions (Niyati & Vidani, 2016). Through a synthesis of global and local studies, this research's goal is to provide insights into the factors that influence consumer decisions in the context of EV (two-wheelers), with particular emphasis on India (Vidani, 2018).

1. Global Adoption of Electric Vehicles

The global transportation sector is undergoing a significant transformation due to the increasing adoption of electric vehicles (EVs), driven largely by the need to reduce greenhouse gas emissions, improve energy efficiency, and mitigate climate change (Pathak & Vidani, 2016). Understanding consumer preferences toward E2Ws is essential to developing strategies that can promote widespread adoption (Vidani & Dholakia, 2020).

2. Economic Factors Influencing E2W Adoption

The decision to purchase an E2W is strongly influenced by the costs and financial benefits associated with the vehicle (Vidani & Dholakia, 2020). Economic factors such as purchase price, operating costs, and long-term savings on maintenance and fuel costs play a crucial role in shaping consumer preferences (Pathak & Vidani, 2016).

3. Technological Factors: Range, Speed, Charging Infrastructure

The primary technological factors that consumers consider when purchasing an electric two-wheeler are the vehicle's 'range' (how far it can travel on a single charge) and 'charging time' (Biharani & Vidani, 2018).

4. Social and Psychological Factors

Social and psychological influences also play an important role in consumer's decision-making (Vidani & Plaha, 2016). These factors are often more subjective but can significantly impact the adoption rate (Sharma & Vidani, 2023).

5. Government Policies and Regulatory Measures

Government policies and regulations play a vital role in facilitating the adoption of EVs, including two-wheelers (Sharma & Vidani, 2023). Policymakers in many countries have recognized the importance of shifting towards electric transportation as a way to reduce pollution and dependence on fossil fuels (Niyati & Vidani, 2016). As a result, governments have introduced various measures such as subsidies, tax rebates, and regulations that encourage the production and purchase of electric vehicles (Singh, Vidani, & Nagoria, 2016).

METHODOLOGY

Table 1. Research Methodology

Research Design	Descriptive
Sample Method	Non-Probability - Convenient Sampling method
Data Collection Method	Primary method
Data Collection Method	Structured Questionnaire
Type of Questions	Close ended
Data Collection mode	Online through Google Form
Data Analysis methods	Tables
Data Analysis Tools	SPSS and Excel
Sampling Size	194
Survey Area	Ahmedabad
Sampling Unit	Students, Private and government Job employees, Businessmen, Home maker, Professionals like CA, Doctor etc.

Source: Author's compilation

Demographic Summary

The demographic characteristics of the study participants reveal a diverse sample in terms of gender, age, and occupation. Of the 194 respondents, 59.8% were female and 40.2% were male. In terms of age distribution, the majority of participants (75.3%) were between 18-25 years old, with smaller proportions in the older age brackets: 7.2% were aged 25-32, 6.2% were between 32-38, 1.0% were between 38-45, 7.2% were between 45-52, and 3.1% were 52 years or older. Regarding occupation, most participants were students (63.9%), followed by employees (23.7%), business owners (4.1%), professionals such as doctors and lawyers (1.0%), and homemakers (7.2%). This demographic profile suggests a young, predominantly female, and student-based sample, with a mix of occupations.

Cronbach Alpha

Table 2. Cronbach Alpha

Cronbach Alpha Value	No. of items
0.947	28

Source: SPSS Software

In this study, the reliability of the measurement instrument was assessed using Cronbach's alpha, which is commonly used to evaluate the internal consistency of a scale. The Cronbach's alpha value for the 28 items in the instrument was 0.947, indicating a very high level of internal consistency. According to established guidelines, an alpha value above 0.9 suggests excellent reliability, meaning the items in the scale are strongly correlated and consistently measure the underlying construct. This high alpha value supports the robustness of the instrument and ensures that the data collected is likely to be both reliable and valid for further analysis.

RESULT

Table 3. Results of Hypothesis

Sr. No	Alternate Hypothesis	Result p =	>/< 0.05	Accept/Reject Null hypothesis	R value	Relationship
H1	There is a significant relationship between Age and frequency of Electric Vehicle (2-wheeler) usage.	0.04	<	H01 Rejected (Null hypothesis rejected)	0.184	Weak
H2	There is a significant relationship between Age and concern about the environmental impact of traditional fuel-powered vehicles.	0.000	<	H02 Rejected (Null hypothesis rejected)	0.64	Weak
H3	There is a significant relationship between Age and the opinion that EV (two-wheelers) are a good solution for reducing air pollution in Ahmedabad.	0.000	<	H03 Rejected (Null hypothesis rejected)	0.976	Weak
H4	There is a significant relationship between Age and the preference for purchasing an EV (two-wheeler) over a petrol-powered one if it were more affordable.	0.000	<	H04 Rejected (Null hypothesis rejected)	0.799	Weak
H5	There is a significant relationship between Age and the perception of the initial purchase cost of an	0.001	<	H05 Rejected (Null hypothesis rejected)	0.109	Weak

	EV (two-wheeler).			rejected)		
H6	There is a significant relationship between Age and the perception that long-term savings make EV (two-wheelers) a worthwhile investment.	0.000	<	H06 Rejected (Null hypothesis rejected)	0.794	Weak
H7	There is a significant relationship between Age and concern about the limited range of EV (two-wheelers).	0.000	<	H07 Rejected (Null hypothesis rejected)	0.000	Weak
H8	There is a significant relationship between Age and the belief that the charging infrastructure for EVs in Ahmedabad is insufficient.	0.000	<	H08 Rejected (Null hypothesis rejected)	0.088	Weak
H9	There is a significant relationship between Age and the likelihood of purchasing an EV (two-wheeler) if more charging stations are available in Ahmedabad.	0.023	<	H09 Rejected (Null hypothesis rejected)	0.776	Weak
H10	There is a significant relationship between Age and the importance of performance (speed, acceleration, handling) when considering an EV (two-wheeler) purchase.	0.000	<	H010 Rejected (Null hypothesis rejected)	0.071	Weak
H11	There is a significant relationship between Age and the belief that EV (two-wheelers) are safer than conventional petrol-powered two-wheelers.	0.001	<	H011 Rejected (Null hypothesis rejected)	0.611	Weak
H12	There is a significant relationship between Age and trust in the reliability of EV (two-wheelers) compared to petrol-powered two-wheelers.	0.000	<	H012 Rejected (Null hypothesis rejected)	0.754	Weak
H13	There is a significant relationship between Age	0.000	<	H013 Rejected	0.916	Weak

	and the consideration of purchasing an EV (two-wheeler) if government subsidies or incentives are available.			(Null hypothesis rejected)		
H14	There is a significant relationship between Age and the feeling of pride in owning an EV (two-wheeler) due to sustainability and eco-friendliness.	0.001	<	H014 Rejected (Null hypothesis rejected)	0.075	Weak
H15	There is a significant relationship between Age and the belief that EV (two-wheelers) will become more popular and widespread in Ahmedabad.	0.004	<	H015 Rejected (Null hypothesis rejected)	0.490	Weak
H16	There is a significant relationship between Age and social influence on the decision to purchase an EV (two-wheeler).	0.000	<	H016 Rejected (Null hypothesis rejected)	0.396	Weak
H17	There is a significant relationship between Age and the importance of lower purchase price when considering an EV (two-wheeler).	0.000	<	H017 Rejected (Null hypothesis rejected)	0.115	Weak
H18	There is a significant relationship between Age and the importance of long-range capacity when considering an EV (two-wheeler).	0.000	<	H018 Rejected (Null hypothesis rejected)	0.061	Weak
H19	There is a significant relationship between Age and the importance of fast charging time when considering an EV (two-wheeler).	0.000	<	H019 Rejected (Null hypothesis rejected)	0.544	Weak
H20	There is a significant relationship between Age and the importance of availability of	0.000	<	H020 Rejected (Null hypothesis	0.852	Weak

	government incentives when considering an EV (two-wheeler).			rejected)		
H21	There is a significant relationship between Age and the concern for environmental issues when considering an EV (two-wheeler).	0.000	<	H021 Rejected (Null hypothesis rejected)	0.167	Weak
H22	There is a significant relationship between Age and the influence of family and friends on the decision to purchase an EV (two-wheeler).	0.000	<	H022 Rejected (Null hypothesis rejected)	0.173	Weak
H23	There is a significant relationship between Age and the importance of convenient charging infrastructure when considering an EV (two-wheeler).	0.000	<	H023 Rejected (Null hypothesis rejected)	0.023	Weak
H24	There is a significant relationship between Age and the importance of lower prices when considering an EV (two-wheeler).	0.000	<	H024 Rejected (Null hypothesis rejected)	0.004	Weak
H25	There is a significant relationship between Age and the importance of better charging infrastructure when considering an EV (two-wheeler).	0.000	<	H025 Rejected (Null hypothesis rejected)	0.559	Weak
H26	There is a significant relationship between Age and the importance of government subsidies or tax incentives when considering an EV (two-wheeler).	0.005	<	H026 Rejected (Null hypothesis rejected)	0.029	Weak
H27	There is a significant relationship between Age and the importance of better performance and	0.000	<	H027 Rejected (Null hypothesis	0.081	Weak

	reliability when considering an EV (two-wheeler).			rejected)		
H28	There is a significant relationship between Age and the influence of awareness programs and information campaigns on the decision to purchase an EV (two-wheeler).	0.001	<	H028 Rejected (Null hypothesis rejected)	0.654	Weak

Source: Author's compilation

DISCUSSION

This study's aim is to explore consumer's preferences regarding the purchase of Electric Vehicles (EVs), especially two-wheelers, among the people of Ahmedabad. The data collected and analysed through various hypotheses provide valuable insights into how different factors, including age, influence consumer attitudes toward EVs. Based on the results of the Chi-Square tests, it is observed that relationships between age and several factors influence the purchase decision for two-wheeler EVs, and almost all the relationships showing weak correlations. The results reveal that there is a statistically important relationship between age and various factors. These results suggest that as age influences preferences, young consumers may be more likely to prioritize environment safety and consider purchasing an EV, whereas old age groups might have different concerns, including financial considerations like the initial cost of purchase. Charging infrastructure also came out as a crucial factor influencing EV adoption. Significant relationships were seen between age and the importance of convenient charging infrastructure (H23) and the availability of charging stations in Ahmedabad (H9). This suggests that consumers, regardless of age, found the need for adequate charging infrastructure to boost EV adoption. With correlation values (R-values) generally below 0.5. This indicates that even age plays a role in influencing consumer's preferences, it is not the only determining factor. Other factors such as government incentives, social influence, and personal experiences may also shape consumer attitudes toward EVs. In conclusion, the results of this study state the complexity of factors influencing the adoption of two-wheeler EVs in Ahmedabad. Age does have a statistically important impact on consumer preferences, but its influence is weak. This suggests that, while age is vital demographic factor, other variables, such as economic incentives, social influence, and infrastructure availability, also play a significant role in shaping consumer attitudes and purchasing decisions.

Theoretical Implications

Findings of this study provide various important theoretical implications for the aspects of consumer behaviour, innovation adoption, and sustainable consumption. The results show the importance of age as a demographic factor influencing attitudes toward Electric Vehicles (EVs), but also suggest that age alone does not influence consumer preferences. While age impacts consumer decisions, other factors like price sensitivity and convenience play equal roles. This finding states the need for a more understanding of the diffusion process in emerging technologies like EVs, where external factors such as infrastructure and subsidies may have a stronger influence on adoption than age alone.

Additionally, the study's results underline the role of sustainability-oriented theories, consumer behaviour towards environmentally friendly technologies. Young consumers, in particular, found to be more aware to the environmental benefits of EVs, which resonates with broader societal trends where sustainability is becoming an important factor in consumer decisions. The study indicates that consumers' decisions of purchasing EVs are influenced by recommendations from family and friends, suggesting that social networks and peer pressure are important factors in driving the adoption of new technologies. Finally, the study has important implications for economic models of consumer choice. The findings indicate that consumers' willingness to purchase EVs is strongly influenced by their price sensitivity, and therefore, government incentives and subsidies are crucial for encouraging wider adoption.

In conclusion, this study contributes to the theoretical understanding of consumer's preferences toward EVs by showing the complexity of factors influencing adoption. It highlights that while age is an important demographic factor, it does interact with other factors such as cost, infrastructure, and social influence. This suggests that future research should adopt a more integrated approach, considering the intersection of psychological, social, and economic factors to develop a model of EV adoption. This will provide deeper insights into the diffusion of EV technology and offer valuable guidance to promote sustainable transportation options.

Practical Implications

The findings from this study offer valuable practical understanding to promote the adoption of Electric Vehicles (EVs), especially two-wheelers, among consumers in Ahmedabad. First, the significant relationship between age and various factors influencing consumer preferences underline the need for specified marketing strategies. Although age is a relevant factor, the weak strength of its influence suggests that other factors, such as price sensitivity, environmental concerns, and infrastructure availability, play crucial roles in shaping purchase decisions. Marketers should, segment their audience not only by age but also by other factors like income, lifestyle, and environmental attitudes. Given the relationship between price sensitivity and the purchasing of EVs, businesses could benefit from offering flexible financing options, discounts, or partnerships with financial institutions to make EVs more affordable for a wider range of consumers. Additionally, businesses should actively engage with government policies and increase financial support for EV

buyers. Marketing campaigns that state available subsidies, tax benefits, and long-term savings could further influence consumers to make the shift to EVs. With the significant relationship found between age and perceptions of charging infrastructure, businesses should prioritize the expansion and improvement of charging networks in Ahmedabad. This includes increasing the number of charging stations, improving the speed of charging, and ensuring their accessibility. Businesses can leverage word-of-mouth and social networks by creating referral programs, incentivizing existing EV owners to share their positive experiences with friends and family, and using social media to build a community of EV adopters.

In conclusion, the practical implications of this study suggest that a comprehensive approach involving specified marketing, economic incentives, improved infrastructure, and increased social engagement is essential for promoting the adoption of two-wheeler EVs in Ahmedabad. By addressing both the practical concerns of potential consumers and leveraging the influence of social networks, businesses and policymakers can effectively boost the growth of EV adoption in the city, contributing to a more sustainable and eco-friendly transportation system.

CONCLUSIONS

In conclusion, this study provides valuable understanding into consumer preferences towards the purchase of two-wheeler Electric Vehicles (EVs) in Ahmedabad, highlighting the complex factors that influence EV adoption. The findings demonstrate that while age plays a significant role in shaping consumer preferences, it is not the only determinant of purchase decisions. Instead, factors such as price sensitivity, environmental concerns, the availability of government incentives, and the accessibility of charging infrastructure came out as critical factors of consumer decisions.

The study also shows the need for specified marketing strategies that address the diverse preferences of different consumer categories. Businesses should focus on communicating the financial benefits, long-term savings, and environmental advantages of EVs, while also showing the importance of affordable financial options and better charging infrastructure.

Ultimately, the research suggests that fostering widespread adoption of two-wheeler EVs in Ahmedabad requires a broader approach, involving not just demographic factors but also the improvement of the overall EV sector. By joining marketing efforts, government policies, and infrastructure development with consumer needs and concerns, it is possible to boost the shift to a more sustainable and eco-friendly transportation system in Ahmedabad.

RECOMMENDATION

While this study provides valuable insights into consumer preferences toward two-wheeler Electric Vehicles (EVs) in Ahmedabad, there are several avenues for future research that could further enhance our understanding of the factors influencing EV adoption. First, future studies could explore the role of psychographic factors, such as values, beliefs, and lifestyle, in shaping

consumer preferences. While this study highlighted the impact of demographic variables like age, psychographics could provide a deeper understanding of how consumers' personal attitudes toward sustainability, innovation, and technology influence their purchasing decisions. Understanding these factors could help marketers develop more personalized and effective campaigns.

Another promising direction for future research is the longitudinal study of EV adoption patterns. Given that EV technology and infrastructure are rapidly evolving, a longitudinal approach would allow researchers to track how consumer attitudes and behaviors change over time. This could help identify emerging trends, such as shifts in consumer perception as EVs become more mainstream or as new technological innovations (e.g., battery improvements or faster charging solutions) address current barriers.

Additionally, this study primarily focused on Ahmedabad, and while the city is representative of a growing urban area in India, future research could expand the scope to other regions with varying levels of EV adoption. Cross-cultural and cross-regional comparisons could offer a more comprehensive view of the factors influencing EV adoption in different socio-economic and geographical contexts. Understanding regional differences in infrastructure, cultural attitudes, and policy incentives could help tailor strategies for EV adoption in diverse areas.

A further area for investigation could be the impact of government policies on EV adoption. Although this study identified government incentives as a significant factor, future research could focus more deeply on the specific types of policies (e.g., subsidies, tax exemptions, or free parking) that are most effective in encouraging EV purchases. Researchers could also examine the long-term sustainability of these policies and their influence on consumer behavior once the initial incentives fade or change.

Lastly, as the EV market continues to grow, researchers could examine the post-purchase behavior of EV owners. Understanding how satisfied consumers are with their EVs in terms of maintenance costs, performance, and overall experience could provide insights into customer loyalty, word-of-mouth recommendations, and repeat purchases, which are critical to sustaining long-term growth in the EV market.

In conclusion, while this study has laid a solid foundation for understanding consumer preferences towards two-wheeler EVs in Ahmedabad, there is ample opportunity for future research to build on these findings. Exploring psychographic factors, longitudinal trends, regional differences, government policies, and post-purchase behavior will enrich our understanding of the dynamics behind EV adoption and offer valuable insights to policymakers, businesses, and marketers aiming to promote sustainable transportation.

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