

A Study on Customer Experience to Words ADMS Electric Bikes With Reference To Rs Motors, Tirupati

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ABSTRACT

ADMS Electric Bikes are known for their commitment to green technology and providing eco-friendly transportation solutions. They offer a diverse range of electric mobility solutions, including electric scooters and bikes with impressive ranges per charge and advanced features like digital instrument clusters, LED headlights, tubeless tires, and regenerative braking. Their electric bikes, such as the ADMS M3 and the upcoming E-Bullet, showcase sporty designs and robust performance.

Key words : Customer experience Consumer experience - Customer journey Literature review- Metatheoretical analysis

I. INTRODUCTION

Customer experience (CX) refers to the overall perception a customer has of a brand based on their interactions and experiences throughout the entire customer journey. Additionally, e- bikes are viewed as a way to reduce the costs associated with car ownership and maintenance, making them an attractive option for budget-conscious consumers. Overall, consumer perception towards the introduction of e- bikes is generally positive, with e-bikes increasingly seen as a practical, convenient. It encompasses every touchpoint, from initial awareness and purchase to post-sales support and beyond. A positive customer experience is crucial for building brand loyalty, fostering customer satisfaction, and driving repeat business. It involves understanding customer needs, delivering personalized experiences, providing exceptional service, and continuously seeking feedback to improve and adapt to changing preferences and expectations.

Customer's experience on helps the customer choose among the supplier on basis of money value and how well the delivered products suit all the requirements. The supplier's services never diminishes after the delivery as customer seeks high values post marketing services which could help them use and customize the delivered product more efficiently. If he is satisfied with the post marketing services then there are good chances for supplier to retain the customers to enhance repeated purchases and make good business profits.

DEFINITION

company, that leave an impression on the customer."

- Colin Shaw

"Customer experience is the perception that customers have of their interactions with an organization. It is formed by all the experiences they have over the duration of their relationship with the organization, including the delivery of goods and services."

REVIEW OF LITERATURE

Adrian Payne, (2015): A more recent customer experience measurement tool, the „Net Promoter Score“ (NPS) proposed by Fred Reichheld and most recently adopted by General Motors Middle East Operations in their TNS customer survey, involves asking a one major question; „How likely is that you would recommend company to a colleague or friend?“ The NPS is calculated by the taking the share of customer „promotes“ on a 10-point scale. Customer experience survey is categorized into 3 groups, namely Promoters (9 or 10) are loyal, enthusiastic and they tend to account

for more than 80 percent of referrals in most business. A Passively satisfied (7 or 8) customers, this group is satisfied – for now, and Detractors (0 to 6) and dissatisfied customers

Reichheld, (2016) :A net Promoter Score is calculated simply – the percentage of promoters minus the percentage of detractors . The Net Promoter System is much more than just the score and customers are asked to rate through an unstructured, open-ended question about their experience. Globally, there are over 200 companies adopted NPS to measure customer experience feedback. and customers are asked to rate through an unstructured, open-ended question about their experience. Globally, there are over 200 companies adopted NPS to measure customer experience feedback.

Shaw and Ivens, (2017):Companies have been adopting customer experience as a tool to obtain sustainable competitive advantage .lack of literature and research on customer experiences is echoed by researchers on the methods implemented to collect and illustrate customer experience data.

OBJECTIVES OF THE STUDY

- To Know the awareness of consumer about the electric bikes.
- To know the user’s perception about electric bikes.
- To study the factors influencing the buying behavior of consumers perception towards Electric bike.

- To suggest measures to increase sales of electric bikes.

NEED FOR THE STUDY

Explore how customers perceive the overall experience of using electric bikes, including the ease of use, performance, and functionality. This can contribute to the development of better products that align with customer expectations. Understanding what aspects of electric bikes contribute to a positive or negative brand perception allows companies to focus on strengthening their brand equity.

SCOPE OF THE STUDY

The customer experience refers to the range of perceptions and associations that people have with the Electric bikes. The Present study is confined to the customer experiences in Tirupati town only.

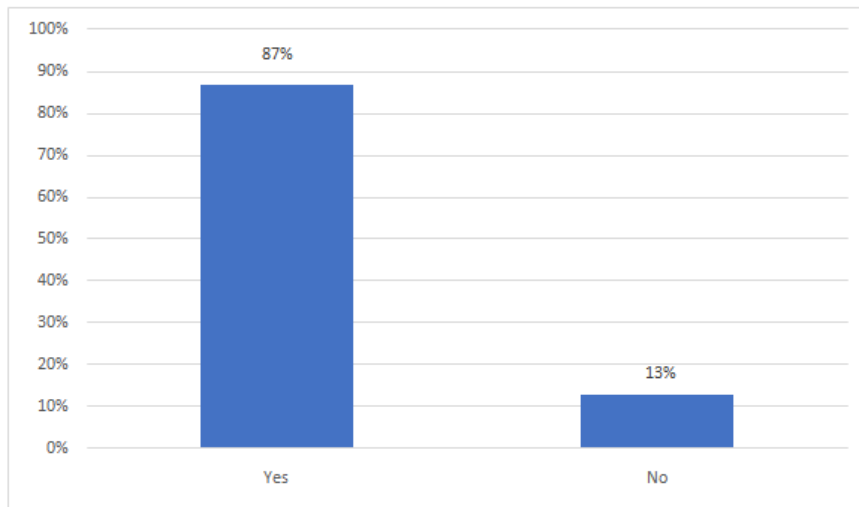
RESEARCH METHODOLOGY :

- Data collection : Primary & secondary
- Type of research : Descriptive research
- Research instrument : Questionnaire
- Sample size : 100
- Sample method : Convenience sampling method
- Statistical tool : Percentage & graphical analysis like bar chart

II. DATA ANALYSIS

1: Are you aware of ADMS electric bikes.?

Response	No of respondents	% Respondents
Yes	87	87%
No	13	13%
Total	100	100%

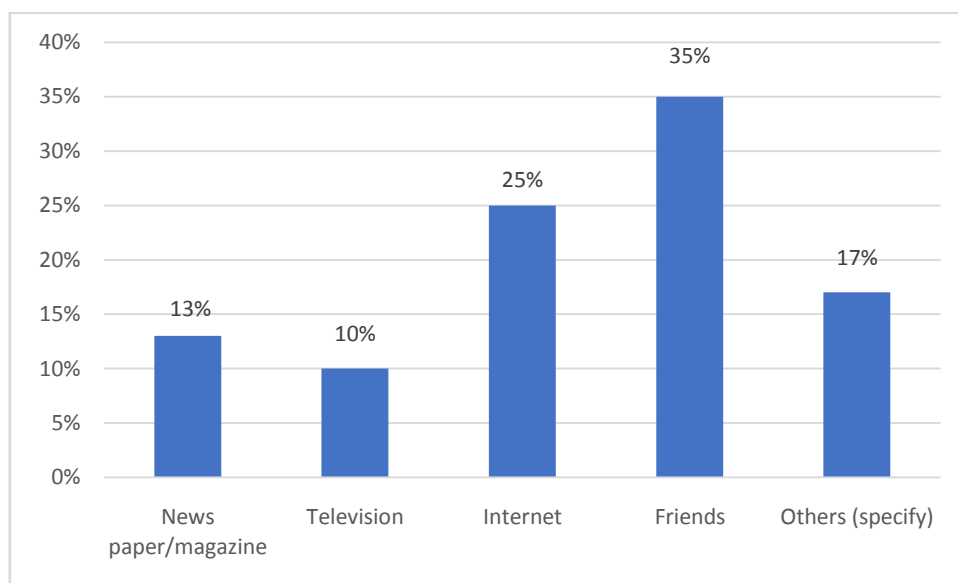


INTERPRETATION:

From the above graph shows that 87% of Respondence are aware and ,13% of Respondence are not aware about ADMS bikes.

2: Howdid you come to know about Electric Bikes?

Response	No of respondents	% Respondents
News paper/magazine	13	13%
Television	10	10%
Internet	25	25%
Friends	35	35%
Others (specify)	17	17%
Total	100	100%



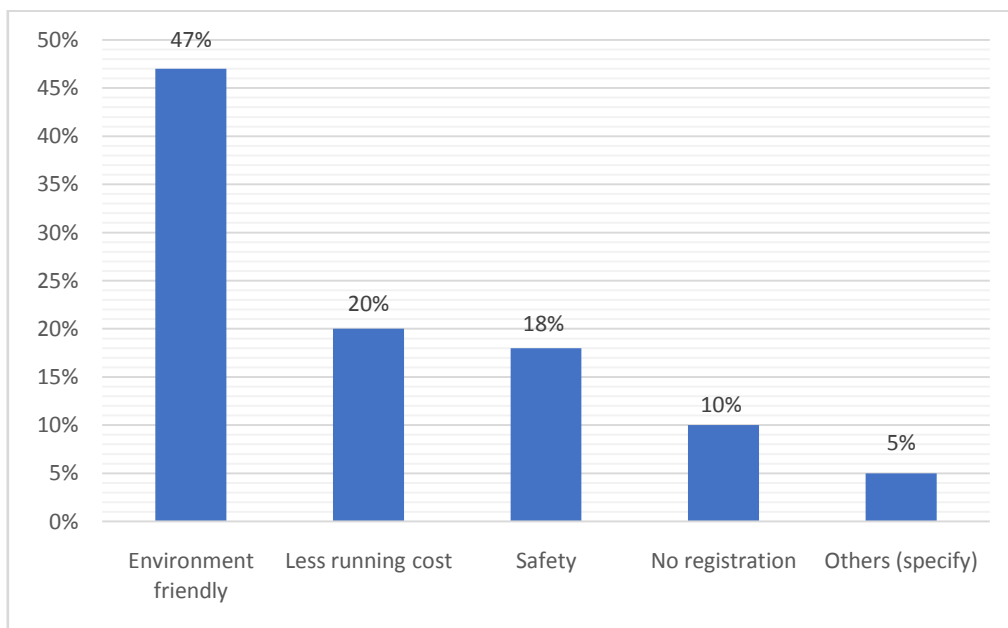
INTERPRETATION:

From the graph table shows that,13% Of the respondents said that they they came to know

through Newspaper/magazine,10% Television,25% on internet that they are giving preference to style , 35% of respondents are friends,17% of others.

3:which of the following factors encouraged you to buy electric bikes?

Response	No of respondents	% Respondents
Environment friendly	47	47%
Less running cost	20	20%
Safety	18	18%
No registration	10	10%
Others (specify)	5	5%
TOTAL	100	100%



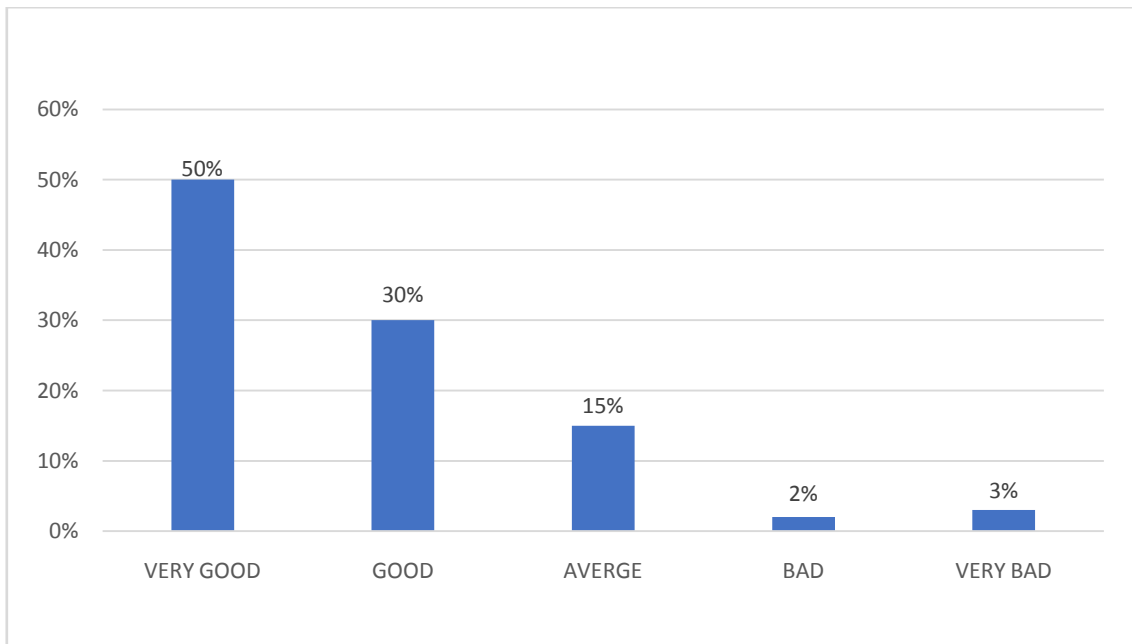
INTERPRETATION:

From the above graph 47% of environment friendly factors encouraged you to

buy electric bikes,20% of less running cost,18% of safety,10% of no registration,5% of others.

4:what is your opinion towards mileage of electric bikes as compared to conventional bikes?

Response	No of respondents	% Respondents
VERY GOOD	50	50%
GOOD	30	30%
AVERGE	15	15%
BAD	2	2%
VERY BAD	3	3%
TOTAL	100	100%



INTERPRETATION:

From the above table 50% of the respondents said that they are very good ADMS bikes, 30% are good, 15% are average, 2% are bad, 3% are very bad about opinion to words mileage of electric bikes

III. FINDINGS :

- 87% of the respondents like ADMS e bikes.
- 35% of respondents are to know about Electric Bikes from their friends.
- 47% of respondents said environment friendly factors encouraged to buy.
- 70% of the respondents said ADMS e bikes they are very satisfied.

IV. SUGGESTIONS :

- Many of the respondents (84%) answered that there are technical issues with ADMS bikes. Hence the Company needs to focus on this matter and decrease the number of technical issues.

- 40% Neutral Half the customer are neutral and there is a possibility of moving to other brands. The company needs to promote the brand more by giving various offers
- Awareness from friends/relatives shows that other form of promotion is not that much effective. company has to look into this matter

V. CONCLUSION :

The customer experience towards various factor about electric bikes there is a combination of positive and negative effect of factors on customer experience Here most of the respondents are consider the cost and the mileage while purchasing a new bike.

WEBSITES REFERRED :

- <http://www.admsebikes.com>
- www.google.com
- www.wikipedia.com