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# A Study on consumer Behaviour of Women's Preferences for Electric Two-Wheelers

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### Abstract

The transition to electric mobility has seen significant development in recent years, yet the preferences and behaviors of women consumers remain yet to be fully explored within the electric two-wheeler segment. This study examines the key factors influencing women's preferences, purchase decisions, and post-purchase satisfaction concerning electric two-wheelers in urban and semi-urban areas. Through a mixture of survey data, interviews, and market analysis, the research recognizes critical considerations such as safety features, design aesthetics, affordability, ease of handling, charging convenience, and environmental consciousness as key motivators for adoption. **Keywords:** Women, Electric Two-Wheeler, Consumer Behaviour, Preference, Environmental Concerns, cost savings.

#### Introduction

The global move toward supportable transportation has accelerated the adoption of electric vehicles (EVs), with electric two-wheelers developing as a practical and ecofriendly alternative for daily commutes. In India and other emerging economies, these vehicles offer an affordable solution to increasing fuel prices and environmental concerns. While much of the research and promotion in the EV sector has conventionally focused on male consumers, a growing number of women are entering the market as informed and independent buyers. Their mobility needs, lifestyle choices, and safety considerations expressively influence their vehicle preferences—often differing from those of their male counterparts. Despite this shift, limited research has been conducted to exactly understand women's preferences when it comes to electric two-wheelers. This study aims to fill that gap by discovering the key factors that affect women's decision-making processes, adoption patterns, and opportunities, ultimately providing insights that can guide manufacturers, policymakers, and urban planners in producing more comprehensive and responsive e-mobility solutions.

## **Objectives of the Study**

The primary aim of this study is to discover and analyze the preferences of women consumers toward electric two-wheelers. The explicit objectives include:

- To recognize the key factors influencing women's decision to purchase electric twowheelers
- To know the role of safety, design, and convenience in shaping women's preferences.
- To assess the level of consciousness and perception of electric two-wheelers among women.

#### **Literature Review**

The literature on electric vehicle acceptance primarily centers around environmental concerns, economic factors, and technological progresses. However, studies focusing specifically on **gender-based preferences**, particularly those of **female consumers**, are partial.

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Research by Sharma et al. (2021) indicates that women prioritize safety and ease of use over speed and power in vehicle choice. Another study by Jain & Khanna (2020) found that design aesthetics and affordability are substantial motivators for women when choosing two-wheelers.

Additionally, social influence, ecoconsciousness, and city mobility constraints are important factors. According to a report by NITI Aayog (2023), women in urban India are more likely to accept electric two-wheelers if there is adequate charging infrastructure and product customization.

# Methodology

Research Design:

The study accepts a **mixed-method approach**, combining both **quantitative** and **qualitative** techniques to gain a complete understanding of women's preferences.

#### **Data Collection:**

- Primary Data:
- Structured questionnaires were spread to 150 women users and potential buyers of electric twowheelers in urban and semi-urban areas.
- Secondary Data:
- Data was gathered from government reports, industry white papers, previous research articles, and electric vehicle market surveys.

Sampling Method:

A **purposive sampling** method was used to target women across various age groups, professions, and socioeconomic backgrounds.

Data Analysis:

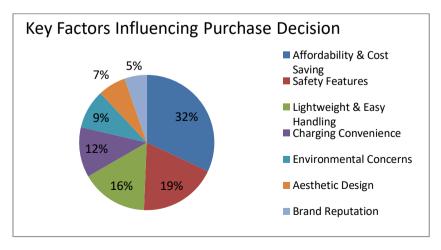
Quantitative data were investigated using simple statistics and cross-tabulation, while qualitative responses were interpreted using thematic analysis to recognize recurring patterns and insights. Demographic Profile of Respondents:

- **Age Group**: Majority (52%) between 21–35 years
- Occupation: 40% working professionals, 30% students, 20% homemakers, 10% self-employed
- Place: 70% urban, 30% semi-urban
- EV Ownership: 62% own an electric twowheeler, 38% are probable buyers

The demographic profile of the respondents indicates a varied group of women users and potential buyers of electric two-wheelers, with the majority (52%) falling in the age group of 21–35 years, prominence strong interest among younger women. In terms of occupation, 40% were working professionals, 30% students, 20% homemakers, and 10% self-employed, reflecting a broad range of movement needs. Most respondents (70%) were from urban areas, while 30% represented semi-urban regions, showing growing interest outside metropolitan cities. Notably, 62% of the participants already own an electric two-wheeler, while 38% are considering purchasing one, indicating both rising acceptance and potential market growth within this segment.

Table.1 Key Factors Influencing Purchase Decision:

Factors	Respondents	Percentage
Affordability & Cost Saving	48	32
Safety Features	28	19
Lightweight & Easy Handling	24	16
Charging Convenience	18	12
Environmental Concerns	14	9
Aesthetic Design	10	7
Brand Reputation	8	5
Total	150	100







The analysis of the survey data reveals that affordability and cost saving (32%) is the most important factor in women's purchase decisions for electric two-wheelers, highlighting their practical and budget-conscious method. Safety features (19%) and lightweight, easy handling (16%) closely follow, representing that personal safety and ease of use are critical for female riders, particularly in urban settings. Charging convenience (12%) also plays a key role, reflecting concerns over infrastructure availability and daily usability. While environmental concerns (9 %) show a rising sense of ecoconsciousness, aesthetic design (7 %) and brand reputation (5%) demonstrate that emotional appeal and brand trust still matter. Overall, women consumers seek a balance of practicality, safety, convenience, and style, making them a separate and influential segment in the electric mobility market.

#### Findings

- Affordability and ease of use are highest priorities for women when choosing electric twowheelers.
- 2. Safety and design aesthetics are extremely valued, especially among younger and urban female riders.
- There is a strong need for gender-inclusive marketing and product design to appeal to women consumers.

# Conclusion

This study highlights the developing role of women in the electric two-wheeler market and underscores the importance of identifying their distinct preferences and challenges. Women prioritize affordability, ease of use, safety, and aesthetic appeal when considering EVs. However, challenges like poor infrastructure and limited consciousness continue to hinder widespread adoption. To accelerate the transition toward supportable and inclusive mobility, it is crucial for policymakers, manufacturers, and urban planners to adopt a gender-sensitive approach.

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