

A Study on Consumer Satisfaction Towards TVS Electric Two-Wheeler in Coimbatore City

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Abstract:

The Electric vehicle (EV) business in India has expanded rapidly owing to high fuel costs, ecological challenges, effective government policies and emerging technologies. Electric two-wheelers also contribute to city traffic as they are cheap and can be used for short-scale travel. TVS Motor Company, one of the leading two-wheeler companies in India, has also entered the market for three-wheelers with products such as the TVS iQube and hopes to capture a significant portion of this emerging segment as well. This paper will examine customer satisfaction towards TVS electric two-wheelers in the city of Coimbatore. Brand loyalty, repeat buying, and positive recommendations are determined by customer satisfaction. The research focuses on determining the influences on the measure of satisfaction which are product quality, performance, price, design, battery life, charging options, after-sales service, and the overall customer experience. Primary data were collected using a structured questionnaire of TVS electric two-wheelers users in Coimbatore; secondary data came in the form of journals, company reports, websites, and past studies. The results provide information on the perceptions of customers, their satisfaction, and what TVS electric two-wheelers can do better in enhancing their market positions. The paper ends with a conclusion on recommendations on how to enhance customer satisfaction and enhance the competitiveness of TVS in the competitive electric two-wheeler industry.

Keywords: Customer Satisfaction, Electric Two-Wheelers, TVS Motor, Coimbatore City.

Introduction

Another industry that is highly contributing to air pollution and greenhouse emissions is the transportation industry. Of late, more emphasis has been placed on eco-friendly and sustainable means of transport. Electric cars are a viable solution to conventional internal combustion engines because they minimise the use of fossil fuel and also reduce environmental damage. Certainly, electric two-wheelers are now popular in India because of the growth of urbanisation, traffic jams, rising fuel costs, and state support via subsidies through the FAME (Faster Adoption and Manufacturing of Electric Vehicles) program. Two-wheeled run on electricity is suitable for the condition of the Indian roads and the day-to-day commuting. TVS Motor Company, which is a popular Indian automobile brand, has entered the electric vehicle market and its scooter is called TVS iQube. The company values quality, product-focused and customer-oriented innovation and quality. Awareness of customer satisfaction towards TVS electric two-wheelers will be crucial to the company in an effort to enhance its products, customer service and retention in a competitive market. Coimbatore which is the industrial city of Tamil Nadu, has more and more environmentally conscious customers. Due to its growing uptake of EVs and the presence of favourable infrastructure, the city is a terrific choice to analyse customer satisfaction with the use of electric two-wheelers.

History and Development

Electric vehicles were first introduced in the late 19th century. But their expansions were curtailed by limitation of technology. Electric two-wheelers are now more efficient and affordable with the development of power electronics, improved battery technology and electric motors. Electric two-wheelers started gaining traction in India following 2015 as a result of government efforts and growing consciousness. The TVS iQube is a smart

electric scooter that gives its users a set of features over the normal type, including connectivity, regenerative braking, and dependable performance.

Objectives of the Study

- ❖ To study the socio-economic Profile of the Respondents
- ❖ To analyse the level of satisfaction towards TVS Electric Two-wheeler

Statement of the Problem

The growing demand for electric two-wheelers has increased competition among manufacturers, making customer satisfaction an important factor for success. TVS has introduced electric two-wheelers with various features, but customer satisfaction levels may differ based on price, performance, charging facilities, and after-sales service. Understanding customer expectations and experiences is essential to improving product quality and service. In Coimbatore city, the usage of electric two-wheelers is increasing rapidly, but limited studies focus specifically on customer satisfaction towards TVS electric two-wheelers. Therefore, this study aims to identify the level of customer satisfaction and the factors influencing their perception. The findings of the study will help TVS and dealers improve customer-oriented strategies.

Scope of the study

The present study focuses on analysing the level of consumer satisfaction towards TVS Electric Two-Wheelers in Coimbatore City. The scope of the study is confined to customers who currently own and use TVS electric two-wheelers within the selected geographical area. The study examines various factors influencing consumer satisfaction, such as product performance, mileage, charging convenience, design, price, after-sales service, maintenance cost, and availability of service centres.

Limitations of the Study

- ❖ The research is restricted to the city of Coimbatore only.
- ❖ The sample is quite small, which may not be representative of the entire population.
- ❖ Responses give personal customer perception, and they can be biased.

Review of Literature Mr . Kalimuthu, M.¹&Dr Vekashine, B.² (2025). This study examined the factors influencing consumer preference towards electric two-wheelers in Coimbatore city. The results showed that affordability, brand image, and environmental awareness played an important role in purchase decisions. Although awareness of electric vehicles is increasing, the high initial cost and lack of charging stations are major concerns. The study highlights the need for better policies and support to promote electric vehicles.

1. Dr Vinitha .T.R¹&Dr Lethy.L.B² (2025). This study focused on the satisfaction levels of electric two-wheeler users based on demographic factors. The findings showed that most respondents were satisfied with their electric vehicles. Occupation had a strong influence on satisfaction, while age had little impact. Many respondents preferred electric vehicles for future use due to fuel savings. The study suggests increasing awareness to improve adoption.
2. Mr Anandhu Aravindan, T.,¹ & Dr Kiruthika.D,² (2024): This study focused on consumer satisfaction towards electric two-wheelers in Ernakulam district. The researchers found that rising fuel prices and concern for the environment encouraged people to shift towards electric vehicles. Most users were happy with the low running cost and eco-friendly benefits. However, issues related to charging facilities and battery life affected satisfaction. The study suggests improving infrastructure and service quality to increase customer satisfaction.

3. Dr Jayasubramanian, P.¹, Dr Selvakumar. N.² & Dr.Rajamani,³ (2023). This study explored consumer perception towards electric vehicles in Coimbatore city. The results showed that customers appreciated low maintenance costs and fuel savings. Environmental benefits were also a major reason for preference. However, high purchase cost and limited charging facilities reduced satisfaction. The study concluded that better awareness and infrastructure can increase the usage of electric vehicles.

4. Ms Sangeetha M¹ & Dr Gurupandi M² (2023): This research analysed customer satisfaction towards electric bikes in Karaikudi Taluk. The study revealed that customers were satisfied with low maintenance costs and ease of usage. Environmental concern and promotional offers also influenced customer satisfaction. However, battery performance and charging time were found to be areas of concern. The study recommends improving battery efficiency and service facilities.

Research Methodology

The primary data were collected from 100 respondents through an online questionnaire distributed via Google Forms. A non-probability convenience sampling method and percentage analysis were used, targeting customers of the TVS electric two-wheelers. Descriptive research assists in comprehending the nature, views and level of satisfaction of the customers in the Coimbatore city, Tamil Nadu. Primary data were obtained by utilising the respondents between February and March 2026. Secondary data were used to gather information on the history of TVS, reviews, and theoretical aspects from various published journals, books, and internet sources.

Data Analysis and Interpretation

Table No:01

Socio-Economic Profile of the Respondents

| personal profile | particulars | No of Respondents | Percentage |
|---------------------------------------|--------------------|--------------------------|-------------------|
| Gender | Male | 64 | 64 |
| | Female | 36 | 36 |
| Age group | Below20 years | 29 | 29 |
| | 21-30 years | 30 | 30 |
| | 31-40 years | 32 | 32 |
| | Above40 years | 9 | 9 |
| Educational Qualification | School Level | 15 | 15 |
| | Undergraduate | 46 | 46 |
| | Postgraduate | 28 | 28 |
| | Professional | 11 | 11 |
| Monthly Income | Below 20,000 | 32 | 32 |
| | 20,001-40000 | 41 | 41 |
| | Above 40,000 | 27 | 27 |
| Which TVS Ev do you own? | TVS iQube | 29 | 29 |
| | TVS iQube S | 32 | 32 |
| | TVS iQube ST | 32 | 32 |
| | Others | 7 | 7 |
| Average daily Travel distance? | Below 20 km | 25 | 25 |

| | | | |
|--|-------------|-----------|-----------|
| | 21-40 km | 36 | 36 |
| | 41-60 km | 29 | 29 |
| | Above 60 km | 10 | 10 |

Source: primary data

Interpretation

The data shows that the majority of respondents are male (64%). Most respondents belong to the 21–30 years (30%) and 31–40 years (32%) age groups, indicating higher usage among young and middle-aged consumers. A large proportion of respondents are undergraduates (46%), followed by postgraduates. Income analysis reveals that 41% of respondents fall under the ₹20,001–40,000 income group, representing the middle-income segment. TVS iQube S and TVS iQube ST (32% each) are the most owned models, and most respondents travel 21–40 km daily (36%), mainly for regular commuting.

Chart No:02

Satisfaction towards TVS Electric Two-Wheelers

| Particulars | | No of Respondents | percentage |
|---|------------------|-------------------|------------|
| Satisfaction towards price of the TVS electric two-wheeler | Highly satisfied | 22 | 22 |
| | Satisfied | 38 | 38 |
| | Neutral | 25 | 25 |
| | Dissatisfied | 15 | 15 |
| Satisfaction towards offers of the TVS electric two-wheeler | Highly satisfied | 18 | 18 |
| | Satisfied | 35 | 35 |
| | Neutral | 30 | 30 |
| | Dissatisfied | 17 | 17 |
| Satisfaction towards colour options of TVS electric two-wheeler | Highly satisfied | 25 | 25 |
| | Satisfied | 40 | 40 |
| | Neutral | 20 | 20 |
| | Dissatisfied | 15 | 15 |
| Satisfaction towards model design of the TVS electric two-wheeler | Highly satisfied | 28 | 28 |
| | Satisfied | 42 | 42 |
| | Neutral | 18 | 18 |
| | Dissatisfied | 12 | 12 |
| Satisfaction towards battery performance of the TVS electric two-wheeler | Highly satisfied | 30 | 30 |
| | Satisfied | 45 | 45 |
| | Neutral | 10 | 10 |
| | Dissatisfied | 15 | 15 |

| | | | |
|--|------------------|-----------|-----------|
| Satisfaction towards charging time of the TVS electric two-wheeler | Highly satisfied | 20 | 20 |
| | Satisfied | 36 | 36 |
| | Neutral | 28 | 28 |
| | Dissatisfied | 16 | 16 |
| Satisfaction towards the distance coverage per charge of the TVS electric two-wheeler | Highly satisfied | 27 | 27 |
| | Satisfied | 40 | 40 |
| | Neutral | 22 | 22 |
| | Dissatisfied | 11 | 11 |
| Satisfaction towards after-sales service of TVS electric two-wheeler | Highly satisfied | 23 | 23 |
| | Satisfied | 37 | 37 |
| | Neutral | 25 | 25 |
| | Dissatisfied | 15 | 15 |
| Satisfaction towards maintenance cost of the TVS electric two-wheeler | Highly satisfied | 26 | 26 |
| | Satisfied | 39 | 39 |
| | Neutral | 21 | 21 |
| | Dissatisfied | 14 | 14 |
| Satisfaction towards value for money of the TVS electric two-wheeler | Highly satisfied | 29 | 29 |
| | Satisfied | 44 | 44 |
| | Neutral | 17 | 17 |
| | Dissatisfied | 10 | 10 |

Source: primary data

Interpretation

The results show that most respondents are satisfied with the price of TVS electric two-wheelers. Customers have responded positively to the offers and colour options, showing good acceptance in the market. A large number of users are highly satisfied with the model design, indicating that the styling is appealing. Battery performance has also received strong approval from respondents. Satisfaction with the charging time is moderate, as some users expressed neutral opinions. Most respondents are satisfied with the distance covered per charge, making it suitable for daily use. The after-sales service of TVS electric two-wheelers is viewed positively by many users. Respondents have also expressed high satisfaction with the maintenance cost, indicating affordability. Most users feel that the product provides good value for money. Overall, the study reflects a high level of customer satisfaction towards TVS electric two-wheelers.

The Analysis and Interpretation (Summary)

The results of the data analysis show that the vast majority of customers are content with the performance, design, and environmental qualities of TVS electric two-wheelers. Moderate satisfaction was also presented with regard to battery life and charging time, and after-sales service satisfaction was mixed among respondents.

Findings of the Study

- ❖ TVS electric two-wheelers are liked by the majority of customers.

- ❖ A significant cause of satisfaction is the low cost of running.
- ❖ TVS has the reliability of its brand that is valued by its customers.
- ❖ The infrastructure should be improved with regard to charging.

Suggestions

- ❖ Enhance the charging system and rapid chargers.
- ❖ Improve battery functionality and warranty.
- ❖ Enhance after sales network.
- ❖ They should hold awareness campaigns about the benefits of EVs.

Conclusion

In conclusion, the research finds that customer satisfaction with the TVS electric two-wheelers in Coimbatore city is of a high quality in most cases. TVS has been able to build credibility and confidence in the electric car market. Nonetheless, it is necessary to further improve the battery technology, charging systems and the quality of the services to retain the customers and stay competitive.

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