

Determinants Of Customer Satisfaction Towards Smart Electric Two-Wheeler Brands: An Empirical Study in Erode District

¹Dr. C. Kalaimani, ²Mr. S.Ramesh, ³Dr. K. Selvaraju, ⁴Dr. T. Vijayalakshmi

¹Associate Professor, Department of Management Kongu Arts and Science College (Autonomous), Erode, Tamilnadu.

²Ph.D. Research Scholar, Department of Management Kongu Arts and Science College (Autonomous), Erode, Tamilnadu.

³Associate Professor, Department of Management Studies (MBA) K.S.R. College of Engineering, Tiruchengode, Namakkal – 637215

⁴Assistant Professor, Department of Management Studies (MBA) K.S.R. College of Engineering, Tiruchengode, Namakkal – 637215

HOW TO CITE: ABSTRACT:

C. Kalaimani, S.Ramesh, K. Selvaraju, T. Vijayalakshmi (2026).
Determinants Of Customer Satisfaction Towards Smart Electric Two-Wheeler Brands: An Empirical Study in Erode District.
International Journal of Special Education, 41(20s), 102-112

A smart electric two-wheeler is a battery-powered vehicle integrated with advanced digital technologies that provide efficient, connected and eco-friendly transportation. Customer satisfaction refers to the extent to which customers' expectations are fulfilled by a product or service after its purchase and use. Customer satisfaction towards smart electric two-wheeler brands is determined by factors such as product quality, smart technology features, service quality, charging infrastructure, and brand image. These determinants influence customers' overall experience, loyalty, and intention to continue using and recommending the brand. The rapid growth of smart electric two-wheeler brands in Erode District has increased the need to understand the factors influencing customer satisfaction. Despite technological advancements and government support, customers continue to face issues related to product quality, smart features, service quality, charging infrastructure, and brand image. Hence, this study aimed to examine the determinants of customer satisfaction towards smart electric two-wheeler brands in Erode District, Tamil Nadu. The study adopted a descriptive research design, utilizing both primary and secondary data sources. A simple random sampling technique was employed to select a sample of 225 customers using smart electric two-wheelers in the study area. The primary data were collected using a structured questionnaire designed to obtain information on the respondents' demographic profile, product quality, smart technology features, service quality, charging infrastructure, brand image, and customer satisfaction towards smart electric two-wheeler brands. The questionnaire consisted of closed-ended questions and five-point Likert scale statements. The collected data were systematically coded and converted into numerical form for statistical analysis. Statistical tools such as percentage analysis, mean, standard deviation, Chi-square test, and multiple regression analysis were employed to analyse the data. In addition, null hypotheses were formulated to examine the relationship

OPYRIGHT STATEMENT:

Copyright: © 2026 Authors.

Open access publication under the
terms and conditions
of the Creative Commons Attribution
(CC BY)
license (<http://creativecommons.org/licenses/by/4.0/>).

between customer satisfaction towards smart electric two-wheeler brands and the selected independent variables. This study observed that high level of satisfaction towards smart electric two-wheeler brands is perceived by the customers who belong to have Ather brand, have less than 1 year of ownership, travelling above 40 km daily and using vehicles for personal purposes.

Keywords: Smart Electric Two-Wheelers, Customer Satisfaction, Product Quality, Smart Technology Features, Service Quality, Charging Infrastructure, Brand Image.

1. INTRODUCTION

A customer is an individual or organization that purchases and uses products or services to satisfy personal needs and expectations. A smart electric two-wheeler is an advanced battery-powered vehicle equipped with intelligent technologies such as GPS navigation, mobile app connectivity, digital displays, and remote monitoring. These vehicles offer eco-friendly, cost-effective, and efficient transportation while reducing carbon emissions. Smart features enhance safety, convenience, and riding experience through real-time diagnostics and over-the-air software updates. With increasing environmental awareness and technological advancements, smart electric two-wheelers are gaining rapid popularity among consumers. Customer satisfaction refers to the degree to which a product or service meets or exceeds customers' expectations after purchase and use. It is a key indicator of the overall performance and success of a business. High customer satisfaction leads to customer loyalty, positive word-of-mouth, and repeat purchases. In the electric scooter market, satisfaction is influenced by factors such as product quality, battery performance, charging convenience, service quality, and cost of ownership. Customer satisfaction towards smart electric two-wheeler brands is influenced by several interrelated factors that shape the overall ownership experience. Product quality, including battery performance, riding comfort, durability, and vehicle reliability, plays a significant role in determining satisfaction. Smart technology features such as GPS navigation, mobile app integration, digital displays, remote diagnostics, and over-the-air updates enhance convenience

and user experience. Service quality, including the availability of service centres, prompt maintenance, technical support, and warranty services, directly affects customer confidence. Charging infrastructure, such as the accessibility of charging stations, charging speed, and home charging convenience, also contributes to satisfaction. In addition, brand image, customer trust, innovation, after-sales support, and perceived value for money positively influence customers' attitudes.

2. REVIEW OF LITERATURE

According to Sreejith and Joseph (2026) aimed to examine customer perception towards electric scooters in India by analysing the factors influencing purchase decisions, consumer awareness, preferences, and adoption challenges. The analysis displayed that price, battery performance, driving range, charging convenience, and brand image are the major determinants of customer perception and purchase decisions. Although consumers showed increasing awareness and a positive attitude towards electric scooters due to environmental concerns and lower operating costs, high initial cost, inadequate charging infrastructure, battery-related issues, and range anxiety continue to hinder adoption. Moreover, it is observed that the significant relationship between the influencing factors and customer preference. The study of Dileep and Mahadevan (2026) focused that the consumer perception and satisfaction towards TVS and OLA electric scooters by analysing factors such as performance, pricing, battery efficiency, charging infrastructure, design, service

quality, and brand trust. It is showed that consumers prefer electric scooters due to their lower operating costs, environmental benefits, and advanced digital features. In addition, TVS was perceived as more reliable because of its strong service network and brand trust, while OLA Electric was recognized for its technological innovation, stylish design, and smart features. However, concerns regarding charging infrastructure, battery life, and after-sales service continue to influence customer satisfaction. In case of Anjana and Paul Rajan (2025) sought that the factors influencing customer satisfaction towards the usage of electric bikes in Kerala. It is mentioned that price, quality, performance, and service are the four major factors affecting customer satisfaction, as identified through exploratory factor analysis. Also, performance is the most significant predictor of customer satisfaction, followed by price, quality, and service. The study also emphasized that increasing environmental awareness, technological advancements, and government support have encouraged the adoption of electric bikes.

The researchers Vaishnavi and Nedunchezian (2024) assessed that the user satisfaction towards electric vehicles in Coimbatore City by identifying the factors influencing users' experiences, preferences, and adoption. The study illustrated that user satisfaction is shaped by environmental benefits, government incentives, public awareness, technological advancements, and the availability of charging infrastructure. Also, policy support, mass marketing, and consumer education play a vital role in increasing EV adoption and satisfaction. It also emphasized the importance of continuous innovation in battery technology and collaboration between the automotive and renewable energy sectors. In view of Manoj and Jayaprakash (2023) analysed that the customer satisfaction towards electric two-wheelers in Kasaragod District, Kerala, by identifying the factors influencing users' satisfaction and purchase decisions. It is noticed that brand name, alertness (awareness), and motor power are the major factors influencing customer satisfaction. More than 90% of the

respondents were satisfied with the price, value for money, mileage, maintenance, quality, and performance, particularly of Ather electric two-wheelers. Further, Ather users perceived the vehicle as easy to drive due to its lightweight design and exhibited a high level of customer loyalty. The study of Patel and Patel (2025) explored that the customer satisfaction towards electric two-wheeler vehicles in Surat District by analysing the influence of perceived usefulness, perceived ease of use, social influence, facilitating conditions, perceived risk, and environmental concerns. The analysis revealed that facilitating conditions and environmental concerns have a significant positive influence on customer satisfaction, with facilitating conditions emerging as the strongest predictor. Further, perceived usefulness also positively affected customer satisfaction, whereas perceived ease of use, social influence, and perceived risk did not show a significant impact. Additionally, the regression model explained 66.6% of the variation in customer satisfaction and was found to be statistically significant.

3. STATEMENT OF THE PROBLEM

The rapid adoption of smart electric two-wheelers in India has transformed the personal mobility sector by offering environmentally friendly, energy-efficient, and technologically advanced transportation. In Erode District, increasing fuel prices, government incentives, and growing environmental awareness have encouraged consumers to shift towards smart electric two-wheeler brands. Technological advancements in smart electric two-wheelers, such as IoT connectivity, GPS navigation, mobile app integration, digital displays, and battery management systems, have significantly enhanced their performance, safety, and user convenience. Despite this growth, customers continue to experience challenges related to battery performance, charging infrastructure, service quality, smart technology features, and after-sales support, which influence their overall satisfaction. As competition among brands

intensifies, understanding the determinants that shape customer satisfaction has become essential for manufacturers and dealers to improve product quality and customer experience. However, limited empirical research has examined the combined influence of product quality, smart technology features, service quality, charging infrastructure, and brand image on customer satisfaction in the Erode District. Hence, this study aimed to analyse the determinants affecting customer satisfaction towards smart electric two-wheeler brands in Erode District.

4. OBJECTIVES OF THE STUDY

- To explore the demographic profile of the selected customers who using smart electric two-wheeler brands in Erode district.
- To analyse the determinants of customer satisfaction towards smart electric two-wheeler brands in the study area.

5. HYPOTHESIS OF THE STUDY

- There is no significant relationship between brand owned and customer satisfaction towards smart electric two-wheeler brands.
- There is no significant relationship between duration of ownership and customer satisfaction towards smart electric two-wheeler brands.
- There is no significant relationship between daily distance travelled and customer satisfaction towards smart electric two-wheeler brands.
- There is no significant relationship between purpose of vehicle usage and customer satisfaction towards smart electric two-wheeler brands.
- There is significant relationship with customer satisfaction towards smart electric

two-wheeler brands among selected independent variables.

6. RESEARCH METHODS

This study adopted a descriptive research design. Both primary and secondary data were used for the study. The target population comprised customers using smart electric two-wheeler brands in Erode District, Tamil Nadu. The primary data were collected through a structured questionnaire designed to obtain information on the respondents' demographic profile, product quality, smart technology features, service quality, charging infrastructure, brand image, and customer satisfaction towards smart electric two-wheeler brands. The secondary data were collected from books, journals, published research articles, conference proceedings, government reports, industry reports, company websites, and online databases. A simple random sampling technique was employed to select 225 customers using smart electric two-wheelers in the study area. The collected data were coded, entered into MS Excel, and analysed using SPSS Version 26.0. The statistical tools employed for the analysis included percentage analysis, mean, standard deviation, Chi-square test, and multiple regression analysis.

7. RESULT AND DISCUSSION

7.1 Demographic Profile and Customer Satisfaction towards Smart Electric Two-Wheeler Brands

The following table consists the demographic characteristics of the selected customers and their satisfaction towards smart electric two-wheeler brands. The table explores the distribution of customers across various demographic variables along with their mean scores and standard deviations for the customer satisfaction towards smart electric two-wheeler brands.

Table 1: Demographic Profile and Customer Satisfaction towards Smart Electric Two-Wheeler Brands

No.	Variables Name	Number of Respondents	%	Mean	SD
1	Smart Electric Two-Wheeler Brand Owned				
	• Ola Electric	37	16.4	3.86	0.70
	• Ather Energy	52	23.1	3.93	0.56
	• TVS iQube	73	32.5	3.87	0.55
	• Bajaj Chetak	31	13.8	3.85	0.78
	• Hero Vida	19	8.4	3.69	0.72
	• Simple One	13	5.8	3.71	0.62
	Total	225	100.0		
2	Duration of Ownership				
	• Less than 1 year	49	21.8	3.85	0.67
	• 1–2 years	76	33.8	3.83	0.73
	• 2–3 years	64	28.4	3.78	0.63
	• More than 3 years	36	16.0	3.79	0.61
	Total	225	100.0		
3	Daily Distance Travelled				
	• Upto 20 km	58	25.8	3.60	0.73
	• 21-40 km	74	32.9	3.83	0.58
	• Above 40 km	93	41.3	3.92	0.65
	Total	225	100.0		
4	Purpose of Vehicle Usage				
	• Personal	105	46.7	3.89	0.58
	• Business	48	21.3	3.78	0.73
	• Both	72	32.0	3.79	0.59
	Total	225	100.0		

- From the above table, it is observed that 16.4% of the customers own Ola Electric, 23.1% own Ather Energy, 32.5% own TVS

iQube, 13.8% own Bajaj Chetak, 8.4% own Hero Vida, and 5.8% own Simple One.

- It is mentioned from the analysis that 21.8% of the customers have owned their smart

electric two-wheelers for less than 1 year, 33.8% for 1–2 years, 28.4% for 2–3 years, and 16.0% for more than 3 years.

- The analysis displayed that 25.8% of the customers travel upto 20 km daily, 32.9% travel 21–40 km, and 41.3% travel above 40 km.
- It is noticed from the analysis that 46.7% of the customers use their smart electric two-wheelers for personal purposes, 21.3% for business purposes and 32.0% for both personal and business purposes.

7.2 Customer Satisfaction towards Smart Electric Two-Wheeler Brands

The customer satisfaction towards smart electric two-wheeler brands is reflected in the battery performance and driving range, product quality and reliability, overall vehicle performance, smart technology features, after-sales service and support, charging facilities and convenience, value for money, and customers' intention to continue using and repurchase the same brand in the future. These aspects collectively determine the overall level of customer satisfaction with smart electric two-wheeler brands. In this section, the study has developed eight statements to measure the level of customer satisfaction towards smart electric two-wheeler brands among the selected customers in Erode District.

Table 2: Customer Satisfaction towards Smart Electric Two-Wheeler Brands

S. No	Factors	Mean Score	SD
1	I am satisfied with the battery performance and driving range of my vehicle	4.39	0.92
2	My smart electric two-wheeler meets my expectations in terms of quality and reliability	3.78	0.92
3	I am satisfied with the overall performance of my smart electric two-wheeler	4.41	0.91
4	The smart features (such as mobile app connectivity, navigation, and digital display) meet my expectations	3.44	1.32
5	I am satisfied with the after-sales service and support provided by the brand	3.62	1.13
6	The charging facilities and charging convenience satisfy my needs	3.78	0.92
7	I believe my smart electric two-wheeler offers good value for the price paid	3.62	1.13
8	I intend to continue using and repurchase the same brand in the future	3.42	1.31

It is examined from the analysis that the Cronbach's Alpha value for the statements relating to customer satisfaction towards smart electric two-wheeler brands is 0.917, indicating that the scale has good reliability and is suitable for further analysis. It is observed that most of the customers agreed with the statement 'I am satisfied with the overall performance of my smart electric two-wheeler', which recorded the highest mean score of 4.41 with a standard deviation of 0.91, followed by 'I am satisfied with the battery performance and driving range of my

vehicle' with a mean score of 4.39 and a standard deviation of 0.92. On the other hand, the statements 'The smart features (such as mobile app connectivity, navigation, and digital display) meet my expectations' with a mean score of 3.44 and standard deviation of 1.32 followed by 'I intend to continue using and repurchase the same brand in the future' recorded the lowest mean score of 3.42 with a standard deviation of 1.31, indicating comparatively lower satisfaction with smart technology features and repurchase intention among the selected customers.

Testing of Hypothesis (Chi-Square Test)

7.3 Relationship between Demographic Profile and Customer Satisfaction towards Smart Electric Two-Wheeler Brands

With a view to find the degree of association between demographic profile of the selected customers and satisfaction towards smart electric two-wheeler brands, a cross-tabulation has been framed. In order to find the relationship between

selected independent variables and customer satisfaction towards smart electric two-wheeler brands, hypotheses are developed and analyzed by applying Chi-square test.

Brand Owned and Customer Satisfaction towards Smart Electric Two-Wheeler Brands

H₀: There is no significant relationship between brand owned and customer satisfaction towards smart electric two-wheeler brands.

Table 3: Brand Owned and Customer Satisfaction towards Smart Electric Two-Wheeler Brands

S. No	Brand Owned	Level of Satisfaction			Total	Chi-Square Value
		Low	Medium	High		
1	Ola Electric	3 (8.1%)	18 (48.6%)	16 (43.2%)	37 (100.0%)	37.219 (0.000*)
2	Ather Energy	12 (23.1%)	17 (32.7%)	23 (44.2%)	52 (100.0%)	
3	TVS iQube	21 (28.8%)	11 (15.1%)	41 (56.2%)	73 (100.0%)	
4	Bajaj Chetak	3 (9.7%)	16 (51.6%)	12 (38.7%)	31 (100.0%)	
5	Hero Vida	3 (15.8%)	12 (63.2%)	4 (21.1%)	19 (100.0%)	
6	Simple One	6 (46.2%)	6 (46.2%)	1 (7.7%)	13 (100.0%)	
	Total	48	80	97	225	

Note: Parenthesis indicates 'p' value; * – Significant at 1% level

It is illustrated from the above table that the 'p' value is lesser than 0.05 and the null hypothesis is rejected. Hence, there is a close significant relationship between brand owned and customer satisfaction towards smart electric two-wheeler brands.

Duration of Ownership and Customer Satisfaction towards Smart Electric Two-Wheeler Brands

H₀: There is no significant relationship between duration of ownership and customer satisfaction towards smart electric two-wheeler brands.

Table 4: Duration of Ownership and Customer Satisfaction towards Smart Electric Two-Wheeler Brands

S. No	Duration of Ownership	Level of Satisfaction			Total	Chi-Square Value
		Low	Medium	High		
1	Less than 1 year	9 (18.4%)	16 (32.7%)	24 (49.0%)	49 (100.0%)	24.234 (0.000*)
2	1–2 years	23 (30.3%)	37 (48.7%)	16 (21.1%)	76 (100.0%)	

3	2–3 years	9 (14.1%)	17 (26.6%)	38 (59.4%)	64 (100.0%)	
4	More than 3 years	7 (19.4%)	10 (27.8%)	19 (52.8%)	36 (100.0%)	
	Total	48	80	97	225	

Note: Parenthesis indicates 'p' value; * – Significant at 1% level

From the above table, it is showed that the 'p' value is lesser than 0.05 and the null hypothesis is rejected. Accordingly, there is a close significant relationship between duration of ownership and customer satisfaction towards smart electric two-wheeler brands.

Daily Distance Travelled and Customer Satisfaction towards Smart Electric Two-Wheeler Brands

H₀: There is no significant relationship between daily distance travelled and customer satisfaction towards smart electric two-wheeler brands.

Table 5: Daily Distance Travelled and Customer Satisfaction towards Smart Electric Two-Wheeler Brands

S. No	Daily Distance Travelled	Level of Satisfaction			Total	Chi-Square Value
		Low	Medium	High		
1	Upto 20 km	13 (22.4%)	13 (22.4%)	32 (55.2%)	58 (100.0%)	19.044 (0.001*)
2	21-40 km	24 (32.4%)	30 (40.5%)	20 (27.0%)	74 (100.0%)	
3	Above 40 km	11 (11.8%)	37 (39.8%)	45 (48.4%)	93 (100.0%)	
	Total	48	80	97	225	

Note: Parenthesis indicates 'p' value; * – Significant at 1% level

It is noticed from the above table that the 'p' value is lesser than 0.05 and the null hypothesis is rejected. So, there is a close significant relationship between daily distance travelled and customer satisfaction towards smart electric two-wheeler brands.

Purpose of Vehicle Usage and Customer Satisfaction towards Smart Electric Two-Wheeler Brands

H₀: There is no significant relationship between purpose of vehicle usage and customer satisfaction towards smart electric two-wheeler brands.

Table 6: Purpose of Vehicle Usage and Customer Satisfaction towards Smart Electric Two-Wheeler Brands

S. No	Purpose of Vehicle Usage	Level of Satisfaction			Total	Chi-Square Value
		Low	Medium	High		
1	Personal	19 (18.1%)	37 (35.2%)	49 (46.7%)	105 (100.0%)	2.287 (0.683^{NS})
2	Business	10 (20.8%)	19 (39.6%)	19 (39.6%)	48 (100.0%)	

3	Both	19 (26.4%)	24 (33.3%)	29 (40.3%)	72 (100.0%)	
	Total	48	80	97	225	

Note: Parenthesis indicates 'p' value; NS- Not Significant

It is revealed from the above table that the 'p' value is greater than 0.05 and the null hypothesis is accepted. Therefore, there is no significant relationship between purpose of vehicle usage and customer satisfaction towards smart electric two-wheeler brands.

Relationship of Customer Satisfaction towards Smart Electric Two-Wheeler Brands (Multiple Regression Analysis)

This section examines the influence of the selected independent variables on the customer

Table 6: Relationship of Customer Satisfaction towards Smart Electric Two-Wheeler Brands (Multiple Regression Analysis)

No.	Variables	Coefficient	SE	't' value	'p' value
	(Constant)	3.964			
1	Product Quality	0.107	0.026	4.115	0.000*
2	Smart Technology Features	0.082	0.015	5.467	0.000*
3	Service Quality	0.095	0.021	4.524	0.000*
4	Charging Infrastructure	0.093	0.018	5.167	0.000*
5	Brand Image	0.033	0.102	0.326	0.745 ^{NS}
	R Value	0.988			
	R² Value	0.976			
	F Value	90.344*			
	Durbin-Watson	1.823			

Note: * - Significant at 1% level; NS- Not Significant

It is proved that the regression model is statistically significant, as evidenced by the F-value of $F = 90.344$ ($p < 0.01$). The R^2 value of 0.976 shows that 97.6% of the variation in the customer satisfaction towards smart electric two-wheeler brands is explained by the selected independent variables. It is found from the analysis that product quality, smart technology features, service quality, and charging infrastructure have a positive and significant association with customer satisfaction towards smart electric two-wheeler brands, whereas brand image has a positive but statistically non-significant association with customer satisfaction. The resulted equation displays that customer

satisfaction towards smart electric two-wheeler brands by employing multiple regression analysis. The analysis is conducted to determine the extent to which the selected independent variables explain variations in the dependent variable.

H_0 : There is significant relationship with customer satisfaction towards smart electric two-wheeler brands among selected independent variables.

satisfaction towards smart electric two-wheeler brands is predicted by 10.7% increase in product quality, 8.2% increase in smart technology features, 9.5% increase in service quality, 9.3% increase in charging infrastructure, and 3.3% increase in brand image.

8. FINDINGS

- It indicated that majority (32.5%) of the customers own TVS iQube. Also, Ather Energy customers exhibited higher level of satisfaction towards smart electric two-wheeler brands, as reflected by the highest mean score (Mean = 3.93).

- It identified that majority (33.8%) of the customers have owned their vehicles for 1–2 years. Further, customers have electric two-wheeler with less than 1 year of ownership exhibited higher level of satisfaction towards smart electric two-wheeler brands, as reflected by the highest mean score (Mean = 3.85).
- It is illustrated that majority (41.3%) of the customers travel above 40 km daily. Moreover, customers travelling above 40 km daily exhibited higher level of satisfaction towards smart electric two-wheeler brands, as reflected by the highest mean score (Mean = 3.92).
- It is mentioned that majority (46.7%) of the customers use their smart electric two-wheelers for personal purposes. Also, customers using their vehicles for personal purposes exhibited higher level of satisfaction towards smart electric two-wheeler brands, as reflected by the highest mean score (Mean = 3.89).
- It is depicted from the mean score analysis that most of the customers agreed with the statement ‘I am satisfied with the overall performance of my smart electric two-wheeler’ and ‘I am satisfied with the battery performance and driving range of my vehicle’ with a mean score of 4.41 and 4.39 respectively.
- The Chi-square test justified that there is a close significant relationship between brand owned and customer satisfaction towards smart electric two-wheeler brands.
- It is observed from the Chi-square analysis that there is a close significant relationship between duration of ownership and customer satisfaction towards smart electric two-wheeler brands.
- From the Chi-square test, it is displayed that there is a close significant relationship between daily distance travelled and customer satisfaction towards smart electric two-wheeler brands.

- It could be explored from the Chi-square analysis that there is no significant relationship between purpose of vehicle usage and customer satisfaction towards smart electric two-wheeler brands.
- The multiple regression analysis illuminated that product quality, smart technology features, service quality, and charging infrastructure have a positive and significant association with customer satisfaction towards smart electric two-wheeler brands. Also, the customer satisfaction towards smart electric two-wheeler brands is predicted by 10.7% increase in product quality, 8.2% increase in smart technology features, 9.5% increase in service quality, 9.3% increase in charging infrastructure, and 3.3% increase in brand image.

9. SUGGESTIONS

- It is mentioned from the study that Ather Energy customers show a higher level of satisfaction towards smart electric two-wheeler brands. Therefore, it is suggested that other smart electric two-wheeler manufacturers should improve battery performance, smart features, after-sales service and overall product quality by adopting best practices.
- The findings justified that customers with less than 1 year of ownership exhibit a higher level of satisfaction towards smart electric two-wheeler brands. Hence, this study suggested that manufacturers should provide periodic maintenance, software updates, battery health monitoring, and customer support to sustain satisfaction levels.
- From the study, it is illustrated that customers travelling above 40 km daily show a higher level of satisfaction towards smart electric two-wheeler brands. So, manufacturers should enhance battery efficiency, driving range, and fast-charging facilities so that customers travelling shorter distances also experience high levels of satisfaction.

- It is depicted from the findings that customers using smart electric two-wheeler for personal purposes exhibit a higher level of satisfaction towards smart electric two-wheeler brands. Accordingly, it is stated that manufacturers should introduce models with improved durability, battery capacity and operational efficiency to better meet the needs of customers using smart electric two-wheelers for business as well as combined personal and business purposes.

10. CONCLUSION

This study aimed to examine the determinants of customer satisfaction towards smart electric two-wheeler brands in Erode district. This study

noticed that there is a close significant relationship between customer satisfaction towards smart electric two-wheeler brands and selected variables namely brand owned, duration of ownership and daily distance travelled. Based on the study, it is revealed that smart electric two-wheeler manufacturers should focus on improving product quality, battery performance, smart technology features, charging infrastructure, and after-sales service while strengthening customer support and brand reliability to enhance overall customer satisfaction and encourage long-term usage and repurchase intentions among customers in Erode District.

REFERENCES

- Anjana, C. A., & Paul Rajan, T. Y. E. (2025). Factors influencing the satisfaction of customers towards the usage of electric bikes in Kerala. *Indian Journal of Information Sources and Services*, 15(1), 162–167.
- Dileep, T. S., & Mahadevan, M. (2026). An empirical study on consumer perception and satisfaction towards TVS and OLA electric scooter. *International Journal of Creative and Open Research in Engineering and Management*, 2(5), 1-11.
- Gupta, S.L. (2007). *Marketing Research*. 1st Edition, New Delhi: Excel Books.
- Kothari C.R. (2016). *Research Methodology: Methods & Techniques*. 3rd Edition, New Age International (P) Limited, Publishers, New Delhi.
- Manoj, V. N., & Jayaprakash, K. (2023). Customers' satisfaction towards an electric two-wheeler in Kasaragod District, Kerala. *International Journal of Innovative Research in Technology (IJIRT)*, 10(5), 70–78.
- Oliver, R. L. (1980). A cognitive model of the antecedents and consequences of satisfaction decisions. *Journal of Marketing Research*, 17(4), 460–469.
- Patel, D. N., & Patel, B. S. (2025). A study on customer satisfaction towards electric two-wheeler vehicles in Surat District. *VNSGU Journal of Research and Innovation*, 4(2), 97–111.
- Rajendra Nargundkar, (2019). *Marketing Research - Text and Cases*. 4th Edition, McGraw hill Education (India) Private Limited, Chennai.
- Sreejith, K., & Joseph, M. (2026). A study on customer perception towards electric scooters in India. *Journal of Emerging Technologies and Innovative Research (JETIR)*, 13(3), h650–h659.
- Ukesh, M., Chandra Kumar, M., & Gangaiselvi, R. (2022). A study on consumer satisfaction of buying electric two wheelers in Coimbatore district of Tamil Nadu. *The Pharma Innovation Journal*, 11(3S), 381–383
- Vaishnavi, M., & Nedunchezian, V. R. (2024). A study on e-vehicle user satisfaction in Coimbatore City. *International Journal of Creative Research Thoughts (IJCRT)*, 12(3), h930–h938.