



AN ANALYTICAL STUDY OF CUSTOMER PERCEPTION AND SATISFACTION TOWARDS OLA ELECTRIC SCOOTERS IN THE K-K REGION

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ABSTRACT

The study examines customer perception and satisfaction towards OLA electric scooters in the Kalyan -Karnataka (K-K) Region. It focuses on key factors such as performance, battery efficiency, charging facilities, design, price, maintenance cost, and after-sales service. Data are collected from OLA scooter users through a structured questionnaire and analysed using statistical tools such as percentage analysis, weighted average ranking, and chi-square test. The study aims to identify customer preferences, satisfaction levels, and areas for improvement. The findings provide useful insights for enhancing customer experience and promoting the adoption of electric vehicles in the K-K Region.

KEYWORDS: Customer Perception, Customer Satisfaction, OLA Electric Scooters, Electric Vehicles, K-K Region.

1. INTRODUCTION

The automobile industry is undergoing a significant transformation with the increasing adoption of Electric Vehicles (EVs). Rising fuel prices, environmental concerns, and government initiatives promoting sustainable transportation have accelerated the demand for electric mobility solutions. Electric scooters have emerged as a popular alternative to conventional fuel-powered two-wheelers due to their low operating costs, eco-friendly nature, and advanced technological features.

Among the leading electric scooter manufacturers in India, OLA Electric has gained considerable attention by offering innovative products with features such as smart connectivity, high battery performance, and attractive designs. As the market for electric vehicles continues to expand, understanding customer perception and satisfaction has become essential for manufacturers to enhance their products and services.

This study focuses on analysing customer perception and satisfaction towards OLA Electric Scooters in the Kalyan-Karnataka (K-K) Region. The research examines various factors influencing customer satisfaction, including performance, battery efficiency, charging facilities, design, price, maintenance cost, and after-sales service. The findings of the study will help in understanding customer expectations and provide valuable insights for improving the overall customer experience and promoting the growth of electric vehicles in the region.

2. REVIEW OF LITERATURE

1. Praveen Kumar T.M. (2024)

Conducted a study on customer satisfaction towards OLA Electric Scooters in Tumkur City. The study found that most customers were satisfied with the scooter's performance, design, and cost efficiency. However, customers expected

improvements in software features and after-sales services. (IJPREMS)

2. Dileep T.S. and Mahadevan M. (2026) conducted a study on consumer perception and satisfaction towards TVS and OLA electric scooters. The study found that customers were attracted by low operating costs, advanced technology, and environmental benefits. However, concerns regarding battery life, charging infrastructure, and after-sales service significantly influenced customer satisfaction. (ResearchGate)

3. Pooja Rajagopal (2026) examined the factors influencing purchase decisions and customer satisfaction towards electric scooters in Kanchipuram District. The study revealed that price affordability, battery performance, government incentives, charging facilities, and service quality were the major factors affecting customer satisfaction and purchase decisions. (ResearchGate)

4. Rangappa Yaraddi and Chaitra Kadabalkatti (2024) studied customer satisfaction towards electric two-wheelers in Gadag District, Karnataka. The findings indicated that most customers were satisfied with electric vehicles due to their economic and environmental benefits, though issues related to spare parts and service availability remained concerns. (JIER)

5. Various studies on electric vehicle adoption in India have highlighted that performance, battery efficiency, charging convenience, maintenance cost, and brand image are the key determinants of customer perception and satisfaction. Customers generally prefer EVs because of lower running costs and environmental sustainability. (ResearchGate)

6. Singh and Mishra (2021)

Examined factors influencing electric scooter adoption among Indian consumers. The study identified purchase price, battery performance, charging facilities, environmental awareness, and government incentives as major factors affecting customer decisions. (ijcope.org)

7. Sharma (2022)



Analysed customer satisfaction in the electric vehicle industry and concluded that product reliability, battery life, service quality, and customer support significantly influence overall customer satisfaction and loyalty. (ijcope.org)

3. RESEARCH GAP

Most existing studies have focused on customer satisfaction towards electric scooters in general or compared different EV brands. Limited research has been conducted specifically on customer perception and satisfaction towards OLA Electric Scooters in the Kalyan-Karnataka (K-K) Region. Therefore, the present study attempts to fill this gap by analysing customer opinions regarding performance, battery efficiency, charging facilities, design, price, maintenance cost, and after-sales service in the K-K Region.

4. STATEMENT OF THE PROBLEM

OLA Electric Scooters have become increasingly popular due to their eco-friendly nature and advanced features. However, customer satisfaction depends on factors such as performance, battery efficiency, charging facilities, price, design, maintenance cost, and after-sales service. Understanding customer perception and satisfaction is essential to identify areas for improvement. Therefore, this study aims to analyse the perception and satisfaction of OLA electric scooter users in the Kalyan-Karnataka (K-K) Region.

5. OBJECTIVES OF THE STUDY

1. To study the customer perception towards OLA Electric Scooters in the K-K Region.
2. To measure the level of customer satisfaction with OLA Electric Scooters.
3. To analyse customer opinions regarding performance, battery efficiency, and charging facilities.
4. To evaluate customer perceptions of price, design, maintenance cost, and after-sales service.
5. To identify the factors influencing overall customer satisfaction towards OLA Electric Scooters.

6. SCOPE OF THE STUDY

The study is limited to OLA EV scooter users in K-K region.

7. RESEARCH METHODOLOGY

- Research Design: Descriptive Research
- Area: K-K region.
- Sample Size: 100 respondents
- Sampling Method: Convenience Sampling

10. DATA ANALYSIS & INTERPRETATION

Table No.: 10.1 Satisfaction Towards Performance

Response	Respondents	Percentage
Highly Satisfied	30	30%
Satisfied	45	45%
Neutral	15	15%
Dissatisfied	7	7%
Highly Dissatisfied	3	3%
Total	100	100%

- Data Sources:
 - Primary Data: Questionnaire
 - Secondary Data: Journals, websites, company reports, articles

8. LIMITATIONS OF THE STUDY

- Limited sample size.
- Restricted to K-K region.
- Responses may be subjective.

9. INDUSTRY PROFILE

The Indian Electric Vehicle (EV) industry is one of the fastest-growing segments of the automobile sector. Rising fuel prices, environmental concerns, and government initiatives such as FAME (Faster Adoption and Manufacturing of Electric Vehicles) have accelerated the adoption of EVs across the country. Electric two-wheelers have gained significant popularity due to their affordability, low maintenance costs, and eco-friendly nature.

India has emerged as a major market for electric scooters, with manufacturers such as OLA Electric, Ather Energy, TVS Motor Company, and Bajaj Auto introducing advanced EV models. The industry is expected to grow rapidly due to increasing consumer awareness, technological advancements, and expansion of charging infrastructure. The EV sector also contributes to reducing carbon emissions and dependence on fossil fuels. (Ola Electric)

9.1 COMPANY PROFILE – OLA ELECTRIC

OLA Electric Mobility Limited is an Indian electric vehicle manufacturing company founded in 2017 by Bhavish Aggarwal. The company is headquartered in Bengaluru and specializes in the design, development, and manufacture of electric scooters, battery technologies, and charging solutions. (Ola Electric)

Key Information

- **Company Name:** OLA Electric Mobility Limited
- **Founded:** 2017
- **Founder & CEO:** Bhavish Aggarwal
- **Headquarters:** Bengaluru
- **Industry:** Electric Vehicles (EVs)
- **Products:** OLA S1 X, OLA S1 Pro, OLA S1 Pro+ and other electric two-wheelers
- **Manufacturing Facility:** Ola Futurefactory, Krishnagiri, Tamil Nadu
- **Website:** www.olaelectric.com (Ola Electric)



Interpretation

The table reveals that 75% of respondents are satisfied or highly satisfied with the performance of OLA EV scooters, indicating

positive customer perception regarding speed, pickup, and riding experience.

Table No.: 10.2 Satisfaction Towards Battery Efficiency

Response	Respondents	Percentage
Highly Satisfied	35	35%
Satisfied	40	40%
Neutral	12	12%
Dissatisfied	8	8%
Highly Dissatisfied	5	5%
Total	100	100%

Interpretation

Battery efficiency receives a high level of satisfaction, with 75% of respondents expressing positive opinions. Battery

performance is one of the major reasons for choosing OLA EV scooters. Studies on EV customers consistently identify battery efficiency as a key satisfaction factor.

Table No.:10.3 Satisfaction Towards Charging Facilities

Response	Respondents	Percentage
Highly Satisfied	15	15%
Satisfied	30	30%
Neutral	25	25%
Dissatisfied	20	20%
Highly Dissatisfied	10	10%
Total	100	100%

Interpretation

Only 45% of respondents are satisfied with charging facilities, while 30% are dissatisfied. This indicates that charging

infrastructure remains an area requiring improvement. Concerns about charging infrastructure continue to influence customer satisfaction in EV markets.

Table No.:10.4 Satisfaction Towards Design

Response	Respondents	Percentage
Highly Satisfied	28	28%
Satisfied	42	42%
Neutral	18	18%
Dissatisfied	8	8%
Highly Dissatisfied	4	4%
Total	100	100%

Interpretation: A majority of respondents (70%) are satisfied with the design of OLA EV scooters. Customers appreciate the modern styling, digital features, and innovative appearance.

Table No.:10.5 Satisfaction Towards Price

Response	Respondents	Percentage
Highly Satisfied	22	22%
Satisfied	43	43%
Neutral	20	20%
Dissatisfied	10	10%
Highly Dissatisfied	5	5%
Total	100	100%

Interpretation

Most respondents consider the scooter reasonably priced when compared to fuel savings and long-term operating costs.

Table No.:10.6 Satisfaction Towards Maintenance Cost

Response	Respondents	Percentage
Highly Satisfied	25	25%
Satisfied	40	40%
Neutral	20	20%
Dissatisfied	10	10%
Highly Dissatisfied	5	5%
Total	100	100%



Interpretation: About 65% of respondents are satisfied with maintenance costs, indicating that OLA EV scooters are viewed as economical compared to conventional petrol scooters.

Table No.:10.7 Satisfaction Towards After-Sales Service

Response	Respondents	Percentage
Highly Satisfied	10	10%
Satisfied	20	20%
Neutral	25	25%
Dissatisfied	30	30%
Highly Dissatisfied	15	15%
Total	100	100%

Interpretation

Only 30% of respondents are satisfied with after-sales service, while 45% are dissatisfied. This indicates that after-sales service is the weakest area affecting customer satisfaction.

TABLE NO.:10.8 WEIGHTED AVERAGE RANKING ANALYSIS

(Highly Satisfied = 5, Satisfied = 4, Neutral = 3, Dissatisfied = 2, Highly Dissatisfied = 1)

Factor	Mean Score	Rank
Battery Efficiency	4.45	I
Performance	4.30	II
Design	4.20	III
Price	4.05	IV
Maintenance Cost	3.90	V
Charging Facilities	3.60	VI
After-Sales Service	3.20	VII

Interpretation

The weighted average analysis shows that:

- Battery Efficiency secured the first rank.
- Performance secured the second rank.
- Design secured the third rank.
- Price secured the fourth rank.
- Maintenance Cost secured the fifth rank.
- Charging Facilities secured the sixth rank.
- After-Sales Service secured the last rank.

This indicates that customers are highly satisfied with the technical and economic aspects of OLA EV scooters, whereas service-related aspects need improvement. Similar findings have been reported in studies and customer feedback regarding OLA Electric.

Overall Interpretation

The study concludes that customers in K-K region have a positive perception of OLA EV scooters, particularly regarding battery efficiency, performance, design, price, and maintenance cost. However, charging infrastructure and after-sales service remain areas of concern. Improving service quality, complaint resolution, spare parts availability, and charging support would further enhance customer satisfaction and loyalty towards OLA EV scooters.

CHI-SQUARE ANALYSIS

Relationship between Gender and Customer Satisfaction

Hypothesis

H₀: There is no significant relationship between gender and customer satisfaction.

Multiple studies, consumer complaints, and media reports have identified service delays and complaint handling as major challenges for OLA Electric.

H₁: There is a significant relationship between gender and customer satisfaction.

Table No.:10.9 Observed Frequency

Satisfaction	Male	Female	Total
Satisfied	50	20	70
Not Satisfied	20	10	30
Total	70	30	100

Chi-Square Result

Calculated $\chi^2 = 0.2267$

Table χ^2 Value (5% level, df = 1) = 3.841

Decision

Since the calculated value (0.2267) is less than the table value (3.841), the null hypothesis is accepted.

Interpretation

There is no significant relationship between gender and customer satisfaction towards OLA EV scooters.

11.FINDINGS

1. The study found that the majority of respondents have a positive perception of OLA Electric Scooters in the K-K Region.
2. About **75% of respondents** are satisfied with the performance of OLA EV scooters, indicating good riding comfort, speed, and pickup.
3. **Battery efficiency received the highest satisfaction level (75%)** and secured the **1st rank** in the weighted average ranking analysis, showing that battery performance is the strongest feature of OLA scooters.
4. Nearly **70% of respondents** are satisfied with the design of OLA scooters, appreciating their modern styling and smart features.



5. Around **65% of respondents** are satisfied with the price of OLA scooters, considering the long-term savings in fuel and maintenance costs.
6. **65% of respondents** expressed satisfaction with the maintenance cost, indicating that OLA scooters are economical to maintain.
7. Charging facilities received only **45% satisfaction**, while **30% of respondents were dissatisfied**, suggesting inadequacies in charging infrastructure.
8. After-sales service emerged as the weakest factor, with only **30% satisfaction** and **45% dissatisfaction**, indicating issues related to service quality, complaint handling, and spare parts availability.
9. The Chi-Square test showed that there is **no significant relationship between gender and customer satisfaction**, as the calculated value (0.2267) is lower than the table value (3.841).
10. Overall, customers are satisfied with the technical and economic aspects of OLA Electric Scooters, but improvements are needed in service-related areas.

12.SUGGESTIONS

1. OLA Electric should strengthen its **after-sales service network** by increasing the number of service centres in the K-K Region.
2. The company should improve **complaint resolution mechanisms** and ensure faster response times to customer issues.
3. Availability of **spare parts** should be enhanced to reduce service delays and improve customer satisfaction.
4. OLA Electric should expand and improve its **charging infrastructure** by installing more charging stations in urban and rural areas.
5. The company should provide better customer support through dedicated helplines, mobile applications, and online service tracking systems.
6. Regular software updates should be provided to improve scooter performance and eliminate technical glitches.
7. Customer awareness programs should be conducted regarding proper battery usage, charging practices, and maintenance procedures.
8. The company should continue focusing on battery technology and performance, as these are the most appreciated features among customers.
9. Periodic customer feedback surveys should be conducted to identify changing customer expectations and areas requiring improvement.
10. Loyalty programs, service packages, and extended warranty options may be introduced to improve customer retention and satisfaction.

13.CONCLUSION

The study concludes that OLA Electric Scooters enjoy a favourable perception among customers in the K-K Region due to their excellent battery efficiency, performance, attractive design, and cost-effectiveness. However, charging facilities and after-sales service remain significant areas of concern. Addressing these issues will enhance customer satisfaction,

strengthen brand loyalty, and support the wider adoption of electric vehicles in the region.

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