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A STUDY ON CONSUMER TRENDS WITH REFERENCE TO HERO VIDA IN COIMBATORE CITY

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ABSTRACT

This electric vehicle in India has experienced rapid growth due to increasing environmental, rising fuel prices, and government initiatives promoting sustainable mobility. Hero VIDA, an electric scooter introduced by HERO MotoCorp, aims to meet the changing preferences of modern consumers. The present study analyses consumers trends towards Hero VIDA in Coimbatore city.

The study is based on primary data collection from 111 respondents through a structured questionnaire. Descriptive research design was adopted. Statistical tools such as simple percentage and chi-square test were used to analyse the collected data. The study examines demographic profile, awareness level, factors influencing purchase decisions, satisfaction level, and consumer perception.

The findings indicate that most respondents belong to the 21-30 age group. Advertisement and social media are the primary sources of awareness. Environmental benefits, fuel efficiency, and advanced technology are the key factors influencing purchase decisions. The chi-square analysis shows that there is no significant relationship between demographic variables and satisfaction levels. The study concludes that Hero VIDA has positive consumer acceptance in Coimbatore City, with scope for further market expansion,

KEYWORDS: *Consumer Trends, Electric Vehicles, Hero VIDA, Purchase Behaviour, Customer Satisfaction, Coimbatore City.*

INTRODUCTION

The global automotive industry is currently undergoing a transformational shift driven by environmental concerns, technological advancements, and changing consumer preferences. Traditional internal combustion engine vehicles, which rely heavily on fossil fuels, have been increasingly scrutinized due to their contribution to air pollution, greenhouse gas emissions, and climate change. As nations strive toward sustainable development and reduced carbon footprints, Electric Vehicles (EVs) have emerged as a viable and environmentally responsible alternative.

Electric vehicles represent a paradigm shift in transportation by offering reduced emissions, lower operational costs, and improved energy efficiency. The growing emphasis on sustainability, combined with rising fuel prices and supportive government policies, has significantly accelerated the adoption of EVs across global markets. In India, the electric mobility ecosystem has gained substantial momentum, particularly in the two-wheeler segment, due to affordability, convenience, and urban commuting needs.

REVIEW OF LITERATURE

1. AUTHOR: Kumar, R., & Singh, P.
STUDY: Consumer Perception toward Electric Vehicles in India
YEAR: 2023

FINDINGS

The study identifies that environmental awareness, rising fuel prices, and long-term cost savings are the primary factors driving consumer interest in electric vehicles. However, concerns regarding charging infrastructure, battery life, and high initial purchase cost act as significant barriers to EV adoption.

2. AUTHOR: Jain, V., & Sharma, A.
STUDY: Factors Influencing Consumer Buying Behaviour of Electric Two-Wheelers
YEAR: 2022

FINDINGS

The research concludes that price sensitivity, battery performance, vehicle range, brand reputation, and after-sales service significantly influence consumer buying behaviour. Consumers prefer established brands due to perceived reliability and service assurance.

3. AUTHOR: Gupta, S.
STUDY: Brand Trust and Consumer Preference in Electric Vehicle Market
YEAR: 2024

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FINDINGS
This study highlights that brand trust plays a crucial role in EV purchase decisions. Well-known automobile manufacturers enjoy higher consumer confidence, which positively affects consumer preference and purchase intention toward new EV products.

4. AUTHOR: Mishra, A., & Patil, R.
STUDY: Impact of Government Incentives on Electric Vehicle Adoption
YEAR: 2021

FINDINGS
The study finds that government subsidies, tax benefits, and policy support significantly encourage EV adoption. However, lack of awareness regarding incentives limits their effectiveness among certain consumer segments.

5. AUTHOR: Verma, N.
STUDY: Consumer Attitude toward Sustainable Mobility Solutions
YEAR: 2022

FINDINGS
The research reveals that consumers increasingly favour environmentally sustainable transportation options. Younger consumers demonstrate stronger positive attitudes toward electric vehicles compared to older age groups.

RESEARCH METHODOLOGY

Research methodology is a way of explaining how a researcher intends to carry out their research. It's a logical, systematic plan to resolve a research problem. A methodology details a researcher's approach to the research to ensure reliable, valid results that address their aims and objectives

3.1 RESEARCH DESIGN

The research design that is adopted in this study is "Descriptive Research Design. Descriptive research design involves summarizing and organizing the data so that they can be easily understood.

3.2 SAMPLING SIZE

The sample size refers to the number of items to be selected from the universe to constitute a sample. A sample of 111 respondents has been taken for the study.

3.4 SAMPLING METHOD

Convenient sampling method was used for selecting samples from the population.

3.5 SAMPLING DESIGN

The sampling design that has been undertaken is Convenient sampling.

3.6 DATA COLLECTION METHOD

A structured questionnaire was used for primary data collection. Structured questionnaire is a document that consists of a set of standardized questions with a fixed scheme, which specifies the exact wording and order of the questions.

3.7 TOOLS AND TECHNIQUES

To analyse and interpret the collected data, the simple percentage analysis method was used.

3.7.1 SIMPLE PERCENTAGE METHOD

Percentage analysis is mainly used to standardize the respondents. This analysis is carried out for all the questions given in the questionnaire, mainly to assess how the respondents are distributed in each category. Percentage = n/Nx100 n= Number of respondents assured N= Total number of respondents.

3.7.2 Chi-Square Test

The Chi-Square Test is a statistical tool used to examine whether there is a significant relationship between two categorical variables. It compares the observed frequencies with the expected frequencies to determine if any difference is due to chance.

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Chi-square test between age group and type of vehicle preferred by the respondent

S.NO	Age Group	Type of vehicle preferred			
		Electric	Hybrid	Petrol	Total
1	Below 20 Years	17	10	24	51
2	21-30 Years	12	3	28	43
3	31-40 Years	8	1	4	13
4	41-50 Years	2	0	1	3
5	Above Years	00	00	1	1
Total		39	14	58	111

	Value	Degree of Freedom	Significance value
Pearson Chi-Square	11.697	8	0.165
Likelihood Ratio	11.958	8	0.153
N of Valid Cases	111		

INTERPRETATION

The cross-tabulation between age group and type of vehicle preferred shows that respondents below 20 years predominantly prefer petrol vehicles, followed by electric. In the 21–30 years category, petrol vehicles again hold the highest preference, indicating a strong inclination toward conventional vehicles. Among respondents aged 31–40 years, electric vehicles are more preferred compared to petrol and hybrid. The 41–50 years group shows slightly higher preference for electric vehicles, while respondents above 50 years prefer only petrol vehicles. Overall, petrol vehicles remain the most preferred across most age groups.

The Chi-Square test results show a Pearson Chi-Square value of 11.697 with 8 degrees of freedom and a significance value of 0.165. Since the significance value (0.165) is greater than 0.05, there is no statistically significant relationship between age group and type of vehicle preferred.

Conclusion: There is no significant association between age group and type of vehicle preference.

FINDINGS

- Majority of the respondents are aware of electric vehicles and show increasing interest in sustainable mobility solutions.
- A significant portion of consumers are familiar with Hero MotoCorp, which positively influences their trust toward VIDA V1.
- Price sensitivity plays an important role in purchase decisions. Consumers compare the initial cost of electric vehicles with long-term savings.
- Battery performance and charging time are key factors influencing consumer preference.
- Young consumers (18–30 years) show higher willingness to adopt electric vehicles compared to older age groups.
- Some respondents express concern regarding battery replacement cost and resale value.

CONCLUSION

The study concludes that consumer trends in Coimbatore city are gradually shifting toward electric vehicles due to environmental awareness, economic benefits, and technological advancements. Brand trust plays a vital role in influencing purchase decisions. Hero VIDA, backed by Hero MotoCorp's reputation, enjoys positive consumer perception.