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Original Article

A Study on Customer Satisfaction towards Bajaj e-scooter in Chhatrapati Sambhajinagar District of Maharashtra State

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Abstract

The increased demand for eco-friendly transportation has resulted in a considerable increase in the usage of electric vehicles, particularly two-wheelers, throughout India. The purpose of this study is to highlight the government initiatives for two-wheeler electric vehicles and to analyze consumer satisfaction towards Bajaj e-scooter in the Chhatrapati Sambhajinagar district of Maharashtra state. The Bajaj Auto is top brand of e-scooter so the researcher is interested to study the customer satisfaction toward Bajaj e-scooter. With growing prices for petrol, environmental concerns, and increased awareness of green alternatives, electric two-wheelers have emerged as a popular choice among urban and semi-urban consumers. The research aims to evaluate customer satisfaction based on key factors such as vehicle performance, battery life, charging convenience, after-sales service, cost-effectiveness, and overall user experience. A structured questionnaire using Yes/No type questions was administered to a representative sample of Bajaj e-scooter users in the district. Statistical tools including one-sample Z-test and Chi-Square test were used to analyze the data. The findings indicate a generally high level of satisfaction among users, especially in terms of environmental benefits and cost savings. However, issues related to limited charging infrastructure, availability of spare parts and after-sales service were identified as areas needing improvement.

Keywords: *Customer Satisfaction, Two-Wheelers Electric Vehicles, Bajaj e-scooter, Sustainable Transportation, Eco-Friendly Vehicles.*

Introduction

The global transportation landscape is rapidly changing as a result of growing environmental concerns, rising fuel prices, and a greater emphasis on sustainable mobility options. Among them, electric vehicles particularly two-wheelers, have emerged as a possible alternative to traditional petrol-powered vehicles, particularly in developing nations such as India. Global warming is a big concern of the present era where the whole world is working towards finding ways to be environment friendly and bringing solutions for the same.[1] All the sectors are trying to work with their go green tactics and being environmentally friendly. Even the two-wheeler sector is trying to help the environment with the innovation of electric two-wheelers and avoiding fuel which can cause higher pollution and harm to the environment. Electric two-wheelers are viewed as eco friendly, affordable, and efficient for daily travel, making them increasingly popular among urban and semi-urban residents.[2] In recent years, Maharashtra has seen a considerable increase in the adoption of electric vehicles, due to government programs, subsidies, and increased awareness.

Within the state, the Sambhajinagar district has showed opportunity for growing electric two-wheeler usage, with short-distance commuting and low maintenance requirements making electric vehicle is a feasible option.

Customer satisfaction is important for any product or service, particularly in the two-wheeler

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electric vehicle business.It measures how effectively user's expectations are satisfied in terms of performance, battery life,charging convenience, maintenance, and after-sales service. Evaluating consumer satisfaction not only helps manufacturers improve their products and services, but it also provides government officials with vital information into how to improve infrastructure and regulation. Satisfied customers are more likely to promote electric vehicles through favorable word-of-mouth recommendations, motivating others to buy an electric two-wheeler. This study aims to analyze the level of customer satisfaction among Bajaj e-scooter users in Chhatrapati Sambhajinagar district, focusing on government initiatives and various factors that influence their overall experience. Through this research, recommendations will be made to strengthen the usage and satisfaction of electric mobility in the region.

Objectives

1. To study the performance of electric vehicles in India.
2. To study the government initiatives for electric vehicles in India.
3. To study the customer satisfaction towards Bajaj e-scooter.

Hypothesis:

1. The customers are satisfied with Bajaj e-scooter.
2. There is no significant difference in satisfaction levels of rural and urban customers.

Research Methodology:

The study is based on primary and secondary data. Primary data has been collected through well structured questionnaires filled 100 respondents who are using Bajaj e-scooter. A random sampling method was used to collect primary data from the respondents. Hypotheses were tested using one-sample Z-test and Chi-Square test.

Performance of Electric Two Wheelers in India

Electric 2W in India are becoming increasingly popular, offering a cleaner and often more cost-effective alternative to traditional petrol-powered vehicles. Several manufacturers are offering a wide range of electric scooters and motorcycles with varying features and price points.[4] Maharashtra is a leading state in electric two-wheeler sales in India.[5] In FY 2025, the state accounted for 18% of India's e-two wheeler sales, with 211,880 units sold. This signifies a 15% increase compared to the previous year. Maharashtra's strong performance makes it the top state for e-2W sales in India.[6]

Different Brands of Electric Two Wheeler and their Sales

Company	2024	2023	% change
Bajaj Auto	1,06,990	32,805	226%
TVS	1,08,872	82,109	123%
Ola Elctric	393,648	236,907	66%
Ather Energy	108,872	76,939	42%
Hero MotoCorp	55,057	12,094	355%
Ampere	55,057	87,392	-37%
Okinawa	20,873	95,939	-78%

Source:https://www.bikeleague.in/motorcycle-articles/motorcycle-featured-articles/electric-two-wheeler-sales-figures-fy-2023-2024/

Electric Two wheeler sales in India

FY 2025		FY 2024	
Units sold	SHARE (%)	Units sold	SHARE (%)
11,49,307	58.49%	9,48,514	56.41%

Source:https://www.autocarpro.in/analysis-sales/two-wheeler-share-of-ev-sales-grows-to-58-in-fy2025-125714

Electric two-wheeler sales in India have seen significant growth, reaching over 1.149 million units in FY2025, accounting for 58% of total EV retail sales. This signifies a 2% increase in market share compared to FY2024.

Performance of Bajaj e-scooter

Originally introduced in the 1970s, Bajaj Chetak had a strong presence in India's scooter market for several decades. Reintroduced in an electric form, the scooter has gained significant popularity in recent years. Bajaj Auto attributes its recent sales performance to an extensive retail and service network of over 3,800 outlets.[7]

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Month wise sales of Bajaj e- scooter in india

Year	January	February	March	April	May	June	July	Total
CY2025	21,045	21,335	34,863	19,001	17,167	23,032	19,650	1,56,093
CY2024	14,144	13,620	11,864	11,121	13,042	16,691	17,624	98,106
% change	49%	57%	213%	71%	32%	38%	12%	59%

Source: https://www.rushlane.com/bajaj-chetak-sales-tripled-in-last-12-months-yoy-rs-8k-price-cut-12504773.html & https://e-vehicleinfo.com/july-2025-electric-two-wheeler-sales/

Bajaj Auto's electric scooter, the Chetak, has achieved a major sales milestone, emerging as India's best-selling electric scooter in FY 2024-25 also Bajaj auto was leading e-scooter in Maharashtra.[8] The company clocked a record-breaking 34,863 units in March 2025 alone. An average of over 1,124 scooters sold each day. This performance helped Bajaj capture a commanding 29% share of the e-scooter market during the 2024-25.[9]

Government Initiatives

Indian government has been strongly promoting for a switch to electric two-wheelers, which is currently gaining popularity. The rising costs of fuel, power, and pollution, together with the urgent need for eco friendly modes of transportation, have made electric mobility necessary. To accelerate this transformation, the Indian government has established a number of programs, including subsidies, exemptions from taxes, and infrastructure development plans. These policies seek to reduce emissions, improve air quality, and boost economic growth by assisting the EV industry.[10]

Incentives of Government of Maharashtra

1. Purchase Subsidy:- Maharashtra EV Policy 2025 provides a 10-15% subsidy on the base price of electric two-wheelers. Electric two-wheelers are eligible for a subsidy of Rs. 5,000 per kWh of battery capacity, with a maximum of Rs. 10,000.

2. Tax Exemption: - Electric two-wheeler owners enjoy 100% exemption from road tax.

3. Toll Waivers: -The policy includes toll-free rides on major highways and a 50% discount on other highways.

4. Registration fee exemption: -One-time registration fee applicable on new vehicle purchase is waived off.[11]

5. Scrappage Incentive: -The government also encourages scrappage of old petrol vehicles with an additional incentive of Rs. 7,000 for those who replace them with new electric two wheeler.

6. Interest Subventions: - Discount offered on the interest rate while availing loan.[12]

7. PLI-Auto Scheme: - The Union Cabinet approved the PLI-Auto Scheme on September 15, 2021, with a budget of Rs. 25,938 crore for a five-year term (FY2022-23 to FY2026-27). This scheme offers financial incentives to boost domestic manufacturing of advanced automotive technology (AAT) products, including electric vehicles and their components, with a focus on achieving 50% domestic value addition.[13]

Hypothesis testing by applying one sample Z-test

Variable Name	Z Value	Variable Name	Z Value
1. Price	6.4	13. Charging cost compared to petrol	5.6
2. Speed	4.6	14. Availability of spare parts	2.8
3. Battery Backup	5.6	15. Warranty after sales	5.4
4. Charging time	3.0	16. Availability of charging stations	-2.4
5. Look & Design	6.6	17. Color varieties	6.0
6. Driving comfort	6.0	18. Range per charge	4.4
7. Storage space	4.2	19. Availability of service centers	2.8
8. Digital display	5.4	20. Dealer support & communication	5.6
9. Build quality	5.6	21. Government subsidy or incentives	3.6
10. Seating comfort	4.6	22. Brand trust or image	3.6
11. Headlight & Visibility	5.6	23. Noise level	4.4
12. Battery life & warranty	3.4	**Overall Mean Satisfaction**	**4.46**

The critical value of Z at 5 % level of significance is 1.96. From the above table, all variables has the Z values much more than 1.96 except the availability of charging stations variable. The Z value for availability of charging stations is -2.4.According to the analysis it is concluded that "The customers are satisfied with two-wheeler electric vehicles" will be accepted. The emphasis must be given more on

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availability of charging stations for the two-wheeler electric vehicle by the manufacturer, dealer and government.

Hypothesis testing by applying Chi-square test

Variable Name	Chi suare value	Variable Name	Chi suare value
1. Price	1.064	13. Charging cost compared to petrol	0.14
2. Speed	0.032	14. Availability of spare parts	0.56
3. Battery Backup	0	15. Warranty after sales	0.054
4. Charging time	3.54	16. Availability of charging stations	0.164
5. Look & Design	1.76	17. Color varieties	0.124
6. Driving comfort	1	18. Range per charge	0.196
7. Storage space	0.048	19. Availability of service centers	0.694
8. Digital display	0.054	20. Dealer support & communication	0.14
9. Build quality	0.14	21. Government subsidy or incentives	0
10. Seating comfort	0.032	22. Brand trust or image	0.124
11. Headlight & Visibility	0.92	23. Noise level	0.032
12. Battery warranty	0.39	**Overall Mean Difference**	**0.508**

X^2 with critical value at df =1 for 5% level of significance is 3.84. From the above table, all variables has the X^2 value less than 3.84. According to the analysis it is concluded that "There is no significant difference in satisfaction levels of rural and urban customers" will be accepted.

Limitation

The study is confined only to Sambhajinagar district, hence the findings cannot be generalized to other regions. The research is based on 100 respondents only. The study focuses solely on Bajaj e-scooter customers, excluding other EV brands that could provide a comparative perspective. The study may be conducted in the other parts of the country with different respondent size and demographics.

Conclusion:

The study revealed that customers in Sambhajinagar district show a generally positive level of satisfaction towards Bajaj e-scooters, particularly in terms of eco-friendliness, cost savings, and ease of use. However, concerns remain regarding battery performance, charging infrastructure, and after-sales service. While the present research establishes that Bajaj e-scooters are gradually gaining acceptance, significant improvements in service quality and charging facilities are necessary to enhance customer satisfaction and loyalty. Overall, the research contributes valuable insights into consumer perceptions at the district level, serving as a useful reference for both manufacturers and policymakers in promoting electric mobility in India.

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Conflicts of interest

The authors declare that there are no conflicts of interest regarding the publication of this paper.

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