

"CONSUMER BUYING BEHAVIOUR OF ELECTRIC BIKES IN AMRAVATI: IMPLICATIONS FOR TALENT MANAGEMENT IN THE AGE OF AUTOMATION"

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ABSTRACTS

This study examines the consumer buying behaviour of electric bikes in Amravati, a rapidly developing city with increasing employment opportunities and disposable income. As the demand for electric vehicles grows, understanding the purchasing decisions of consumers, particularly in relation to environmental concerns and cost-effectiveness, is crucial. The research also explores how these trends impact talent management in the era of automation, as companies must adapt to new consumer demands while managing a more automated workforce. Using a descriptive and quantitative research design, the study surveyed 40 consumers who recently purchased electric bikes, gathering data through structured questionnaires that included both closed and Likert-scale questions. Descriptive statistics and chi-square tests were employed for data analysis. Findings reveal that while factors such as environmental awareness, cost savings, and government incentives influence buying decisions, automation trends are reshaping talent management strategies to meet the evolving needs of the workforce. The study suggests the need for companies to incorporate skills related to automation and consumer-focused approaches into talent management programs to remain competitive in the age of automation.

Keywords: Consumer Buying Behaviour, Electric Bikes, Amravati City, Talent Management, Automation.

1. INTRODUCTION

The rapid growth of urban cities like Amravati has led to a shift in consumer behaviour, particularly in the adoption of electric bikes as an eco-friendly and cost-effective alternative to traditional vehicles. As employment opportunities and disposable incomes increase, fresh graduates and young professionals are becoming a significant consumer segment for electric bikes. Understanding the factors that influence their buying decisions is crucial for both businesses and policymakers aiming to promote sustainable transportation options.

Simultaneously, the rise of automation in industries is reshaping talent management practices. Organizations are facing the challenge of aligning their workforce with technological advancements, while also adapting to evolving consumer demands. This dual challenge—managing a consumer base interested in green technologies and developing a skilled workforce for an automated environment—requires strategic talent management.

This research delves into the buying behaviour of electric bike consumers in Amravati, examining the key factors influencing their purchasing decisions, such as environmental concerns, cost savings, and government incentives. Additionally, the study explores the implications of these consumer trends on talent management in the era of automation. By understanding both consumer behaviour and the changing workforce dynamics, businesses can develop better strategies for recruitment, training, and customer engagement, ensuring they remain competitive in a rapidly transforming market.

2. REVIEW OF LITERATURE:

1 Consumer Buying Behaviour of Electric Bikes:

Sukhdev, S., & Kumar, A. (2020). "Consumer adoption of electric bikes: An Indian perspective". Sukhdev and Kumar (2020) explored the factors influencing consumer adoption of electric vehicles, with a specific focus on electric bikes in India. Their study highlighted that environmental concerns, fuel savings, and government subsidies were among the primary drivers of consumer decision-making. Consumers' increasing awareness of climate change and the need for sustainable alternatives has led to a growing demand for electric bikes, particularly among young professionals.

2 Factors Influencing Consumer Buying Behaviour of Electric Bikes

Saha, D., & Sharma, V. (2020). "Factors influencing the adoption of electric vehicles in India: A case study of electric bikes." Research has shown that the primary factors influencing consumer buying behaviour in the electric bike market include environmental concerns, cost efficiency, government policies, and technological advancements (Saha & Sharma,

2020). Consumers are becoming increasingly aware of the environmental benefits of electric vehicles, leading to a shift in purchasing behaviour. Additionally, incentives like subsidies and the availability of charging infrastructure also play significant roles in shaping consumer decisions.

3 Intersection of Consumer Behaviour and Talent Management

Lewis, D., & Lee, K. (2021). "Aligning talent management with consumer behaviour in the era of sustainability". In their study on the intersection of consumer behaviour and talent management, Lewis and Lee (2021) argued that understanding consumer preferences, particularly in sustainable technologies like electric bikes, can inform talent management strategies. They highlighted that employees' alignment with consumer values, such as environmental sustainability, is crucial for improving employee engagement and retention. Furthermore, organizations that prioritize sustainability are more likely to attract top talent, especially millennials and Generation Z, who are deeply concerned about environmental issues. This suggests that organizations need to align their business strategies, including talent management, with the shifting consumer preferences for sustainable products and services.

3. OBJECTIVES OF THE STUDY

- To examine the factors influencing the consumer buying behaviour of electric bikes in Amravati,
- To identify the demographic characteristics of consumers purchasing electric bikes
- To investigate the influence of environmental awareness and sustainability concerns on the purchasing decisions of electric bike consumers.

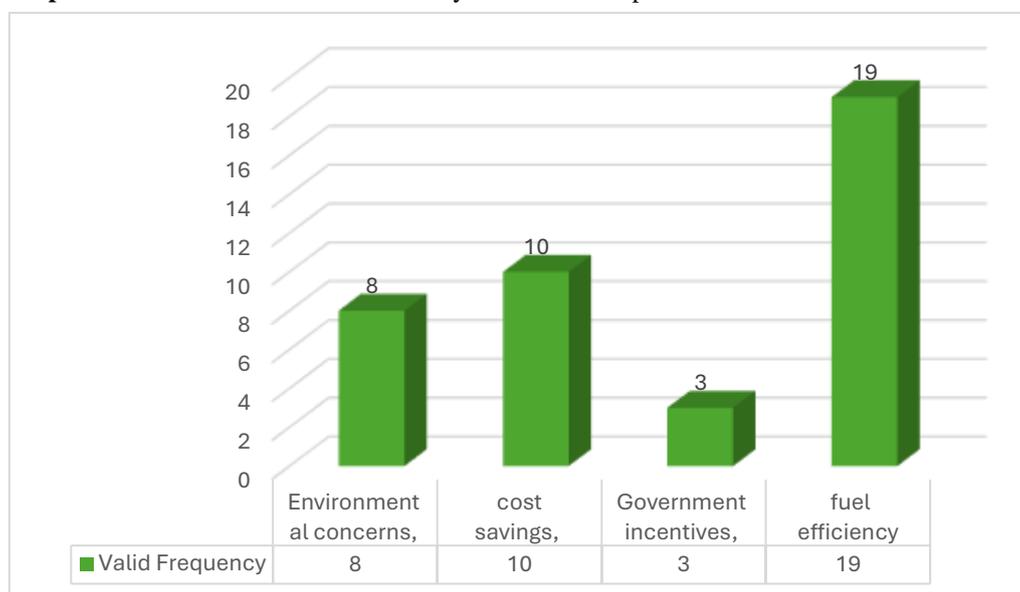
4. RESEARCH METHODOLOGY

1. **Sample Design:** A structured quantitative approach using simple random sampling to select electric bike consumers in Amravati.
2. **Sample Universe:** Consumers who purchased electric bikes in Amravati within the last 12 months.
3. **Sampling Technique:** Simple random sampling to ensure equal selection probability for all participants.
4. **Sample Size:** 40 consumers who have purchased electric bikes in Amravati within the past year.
5. **Primary data:** will be collected through structured questionnaires and surveys among 40 consumers,
6. **secondary data:** will be sourced from government reports, industry publications, market research, and academic studies to provide contextual insights and enhance the theoretical framework of the study.

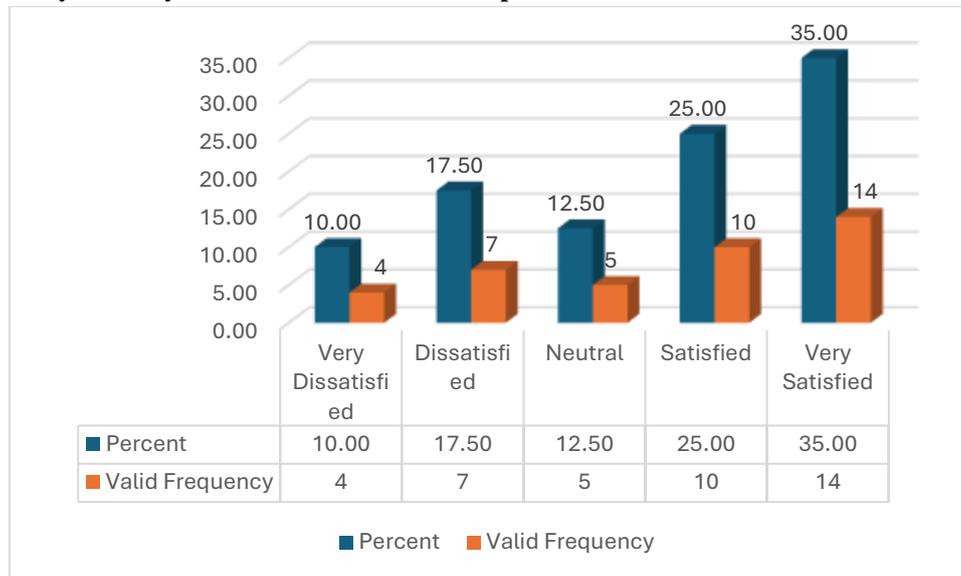
5. DATA ANALYSIS AND INTERPRETATION

The question "What factors influenced your decision to purchase an electric bike in Amravati?" aims to identify the primary motivators behind consumers' purchasing decisions. Factors like environmental concerns, cost savings, government incentives, and fuel efficiency help understand the key drivers for adopting electric bikes. During data analysis, responses will be categorized and quantified to assess the relative importance of each factor. This will provide insights into consumer preferences and trends, helping to correlate them with demographic characteristics and guide talent management strategies.

Graph No: 5.1 - What factors influenced your decision to purchase an electric bike in Amravati?



How satisfied are you with your electric bike in terms of performance?



The table shows consumer satisfaction with electric bikes' performance. Out of 40 respondents, 35% reported being **very satisfied**, making it the highest response, followed by 25% who were **satisfied**. However, 17.5% were **dissatisfied** and 10% were **very dissatisfied**, indicating a portion of consumers were less pleased with the bike's performance. Additionally, 12.5% remained **neutral**. The cumulative percent column shows that by the time we reach the "very satisfied" category, all 40 respondents are accounted for.

Key Finding:

The Table No: 7.1 presents the distribution of factors influencing electric bike purchases in Amravati:

1. **Environmental Concerns** (20.00%): 8 respondents identified environmental consciousness as a key factor in their decision to purchase an electric bike, highlighting a growing interest in sustainability.
2. **Cost Savings** (25.00%): 10 respondents emphasized the financial benefits of electric bikes, such as lower operating costs, as a significant influence on their decision-making.
3. **Government Incentives** (7.50%): Only 3 respondents cited government incentives as a motivating factor, indicating that while relevant, such policies are not as influential as other factors.
4. **Fuel Efficiency** (47.50%): The majority of respondents (19) were driven by fuel efficiency, suggesting that cost-saving on fuel is the most compelling reason for purchasing electric bikes in the region.

6. FINDING OF RESEARCH PAPER

1. **Consumer Behaviour Insights:** The study provides valuable insights into the primary factors influencing electric bike purchases in Amravati, with fuel efficiency and cost savings being the most significant drivers, guiding businesses on product features to emphasize.
2. **Policy Implications:** Given the importance of government incentives, policymakers can focus on enhancing subsidies or tax rebates to further stimulate the adoption of electric bikes and promote environmental sustainability.
3. **Talent Management Strategies:** Organizations in Amravati, especially in the green technology sector, can adjust their talent management strategies by focusing on recruitment and skill development in line with the growing demand for eco-friendly products.
4. **Sustainability Trends:** The increasing importance of environmental concerns highlights the need for businesses to align their products and services with sustainability trends, attracting consumers who prioritize eco-friendly options.
5. **Marketing Strategies:** Companies can tailor marketing campaigns to emphasize fuel efficiency, cost savings, and environmental benefits, aligning with consumer preferences.

7. CONCLUSION

In conclusion, this study provides valuable insights into the consumer buying behaviour of electric bikes in Amravati. The findings reveal that fuel efficiency and cost savings are the primary factors influencing purchasing decisions, followed by environmental concerns and government incentives. These results indicate that consumers in Amravati are highly motivated by practical benefits such as lower fuel costs and long-term savings, alongside a growing awareness of environmental issues. The implications of these findings are crucial for businesses, policymakers, and talent

management professionals. Companies can enhance their product offerings by focusing on fuel efficiency and cost-effectiveness while promoting sustainability. Additionally, government incentives can be further leveraged to boost electric bike adoption. Furthermore, organizations can adapt their talent management strategies to meet the evolving demand for skilled workers in the green technology sector, fostering a workforce aligned with sustainability and automation trends.

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