



A STUDY ON USERS' PERCEPTION ON E-BIKE

Dr. M. Rekha¹ & Ms. Sruthi .M²

¹Assistant Professor & ²Student

PG Department of Accounting & Finance,

SDNB Vaishnav College for Women, Chennai.

Email: rekha.m@sdbnvc.edu.in, sruthimurugesan@gmail.com

ABSTRACT

This research delves into the evolving realm of electric bicycles, commonly known as "e-bikes," investigating a wide range of user experiences as well as the complex technology involved. The study examines the characteristics that make up e-bikes, such as motor power, battery capacity, and range, to provide insight into the underlying technologies of this rapidly developing form of transportation. Beyond the technical details, the study investigates the benefits and drawbacks of e-bikes, including everything from legal uncertainty to environmental sustainability. A comprehensive analysis of user experiences is carried out, examining the reasons behind, inclinations, and difficulties people encounter while incorporating e-bikes into their everyday routines. The aim of the study is to offer a thorough comprehension of how the adoption of e-bikes impacts communities. The paper analyses the factors collected from two fifty-five respondents from Chennai. This study seeks to offer insights for decision-making processes that will shape the future of sustainable urban mobility and active transportation. It does so by analyzing the intricate dynamics of e-bikes and their riders.

Keywords: E-bikes, Attitudes, user experience, perceived safety and benefits.