

Abstract

This study aims to explore consumer perception and awareness regarding electric bikes (e-bikes) as a sustainable alternative to traditional gasoline-powered vehicles. With the growing emphasis on environmental sustainability, reduced carbon emissions, and the increasing popularity of eco-friendly transportation options, e-bikes have emerged as a viable mode of transport in urban areas. However, despite the potential benefits, the adoption rate of e-bikes varies significantly across different regions and consumer segments. Understanding the factors that influence consumer perceptions, awareness, and adoption is critical for manufacturers, policymakers, and marketers looking to promote e-bikes as a mainstream transportation solution.

The primary objective of this research is to assess how consumers perceive e-bikes in terms of their environmental benefits, cost-effectiveness, performance, and convenience. The study will also explore the level of awareness consumers have regarding the features, benefits, and availability of e-bikes in the market. Additionally, the research will examine the factors that influence consumers' purchasing decisions and the barriers that may hinder the widespread adoption of e-bikes.

The findings from this study will provide valuable insights into how manufacturers, policymakers, and marketers can tailor their strategies to improve consumer awareness, address concerns, and encourage greater adoption of e-bikes. The study will also offer recommendations for enhancing the appeal of e-bikes through product innovation, targeted marketing, and infrastructure development.