

Future Scope

1. This study was carried out in the four cities of Gujarat State namely Ahmedabad, Vadodara, Bharuch and Anand so as to get an insight into the consumer behaviour pattern vis-à-vis the subject of this study. The results throw a light on the consumer behavior, their preferences about the features of the two wheeler, opinions about features of battery-operated two wheelers within the state of Gujarat only. In India, state wise disparities exist in terms of income, level of education, socio economic conditions, lifestyles etc. which influences the consumer's choice of mode of transportation. So extension to this study may provide more insight compared to the results underlined in the present study.
2. Stratified Sampling Method was used in this study where only gender was considered for stratification. However, further stratification could have been possible and more precision in the results could have been obtained.
3. Inferences were drawn here after the study of various age groups, educational groups, occupational groups, income groups and gender and the comparative study was then undertaken within such groups. However, there was a disparity as regards the number of respondents in each group.