



### List of Figures and Tables

Sr. No.	Topic	Pg. No.
1	Figure-1.1 A flow showing pollution and limited growth	4
2	Figure-1.2 Organizations as VITO	7
3	Figure-4.1 Segment wise market share in 2009-10	33
4	Figure-4.2 Annual electric two wheel vehicle sales	35
5	Figure-6.1 Two-wheeler type used by respondents	46
6	Figure-6.2 Reasons for satisfaction with present two-wheeler	47
7	Figure-6.3 Reasons for dissatisfaction with present two-wheeler	48
1	4.1 Automobile Domestic Sales Trends	34
2	4.2 Trends in market share in %	34
3	6.1 Demographic profile	44
4	6.2 Two-wheeler type used by respondents in %	45
5	6.3 Reasons for satisfaction with present two-wheeler	47
6	6.4 Reasons for dissatisfaction with present two-wheeler	48
7	6.5 Ranking pattern for various features of the two-wheeler	51
8	6.6 Ranking pattern of age groups for Engine/Battery Capacity	54
9	6.7 Ranking pattern of educational groups for Engine/Battery Capacity	55
10	6.8 Ranking pattern of occupational groups for Engine/Battery Capacity	57
11	6.9 Ranking pattern of income groups for Engine/Battery Capacity	58
12	6.10 Ranking pattern of both the gender for Engine/Battery Capacity	60
13	6.11 Ranking pattern of age groups for speed	61
14	6.12 Ranking pattern of various educational groups for the feature speed	62
15	6.13 Ranking pattern of various occupational groups for the feature speed	63
16	6.14 Ranking pattern of various income groups for the feature speed	65
17	6.15 Ranking pattern of both the gender for the feature speed	66
18	6.16 Ranking pattern of various age groups for the feature Design	67
19	6.17 Ranking pattern of various educational groups for the feature Design	69
20	6.18 Ranking pattern of various occupational groups for the feature Design	70
21	6.19 Ranking pattern of various income groups for the feature Design	72
22	6.20 Ranking pattern of both the gender for the feature Design	73
23	6.21 Ranking pattern of various age groups for the feature mileage	74
24	6.22 Ranking pattern of various educational groups for the feature mileage	75
25	6.23 Ranking pattern of various occupational groups for the feature mileage	77
26	6.24 Ranking pattern of various income groups for the feature mileage	79
27	6.25 Ranking pattern of both the gender for the feature mileage	80
28	6.26 Ranking pattern of age groups for the feature Light weight & comfortable	81
29	6.27 Ranking pattern of educational groups for the feature Light weight & comfortable	82
30	6.28 Ranking pattern of occupational groups for the feature Light weight & comfortable	83
31	6.29 Ranking pattern of income groups for the feature Light weight & Comfortable	86

Sr. No.	Topic	Pg. No.
32	6.30 Ranking pattern of both the gender for the feature Light weight & comfortable	87
33	6.31 Ranking pattern of various age groups for the feature concern for environment	88
34	6.32 Ranking pattern of educational groups for the feature concern for environment	89
35	6.33 Ranking pattern of occupational groups for the feature concern for environment	90
36	6.34 Ranking pattern of income groups for the feature concern for environment	91
37	6.35 Ranking pattern of both the gender for the feature concern for environment	92
38	6.36 Ranking pattern of various age groups for the feature price	93
39	6.37 Ranking pattern of various educational groups for the feature price	94
40	6.38 Ranking pattern of various occupational groups for the feature price	95
41	6.39 Ranking pattern of various income groups for the feature price	96
42	6.40 Ranking pattern of both the gender for the feature price	97
43	6.41 Ranking pattern of various age groups for the feature Expenses on services	98
44	6.42 Ranking pattern of various educational groups for the feature Exp on services	99
45	6.43 Ranking pattern of various occupational groups for the feature Exp on services	100
46	6.44 Ranking pattern of various income groups for the feature Expenses on services	101
47	6.45 Ranking pattern of both the gender for the feature Expenses on services	102
48	6.46 Ranking of various features of battery-operated two-wheeler	104
49	6.47 Opinion of various age groups about the feature it costs 15 paise per km.	105
50	6.48 Opinion of educational groups for the feature it costs 15 paise per km.	107
51	6.49 Opinion of occupational groups for the feature it costs 15 paise per km.	108
52	6.50 Opinion of various income groups about the feature it costs 15 paise per km.	109
53	6.51 Opinion of both the gender about the feature it costs 15 paise per km.	110
54	6.52 Opinion of various age groups about the feature zero pollution to environment	111
55	6.53 Opinion of educational groups for the feature zero pollution to environment	112
56	6.54 Opinion of occupational groups for the feature zero pollution to environment	114
57	6.55 Opinion of income groups the feature zero pollution to environment	115
58	6.56 Opinion of both the gender about the feature zero pollution to environment	116
59	6.57 Opinion of age groups the feature it can't go beyond 25 km. speed	117
60	6.58 Opinion of educational groups for the feature it can't go beyond 25 km. speed	118
61	6.59 Opinion of occupational groups for feature it can't go beyond 25 km. speed	119
62	6.60 Opinion of income groups for feature it can't go beyond 25 km. speed	120
63	6.61 Opinion of both the gender about the feature it can't go beyond 25 km. speed	121
64	6.62 Opinion of age groups the feature 6 to 8 hours to recharge the battery	122
65	6.63 Opinion of educational groups the feature 6 to 8 hours to recharge the battery	123
66	6.64 Opinion of occupational groups the feature 6 to 8 hours to recharge the battery	124
67	6.65 Opinion of income groups the feature 6 to 8 hours to recharge the battery	125
68	6.66 Opinion of both the gender about the feature 6 to 8 hours to recharge the battery	126
69	6.67 Opinion of age groups for feature its light weight and comfortable	127
70	6.68 Opinion of educational groups for feature its light weight and comfortable	128
71	6.69 Opinion of occupational groups for feature its light weight and comfortable	129
72	6.70 Opinion of income groups for feature its light weight and comfortable	130
73	6.71 Opinion of both the gender about the feature its light weight and comfortable	131
74	6.72 Opinion of age groups for feature its capacity to carry weight is 75 kg.	132

Sr. No.	Topic	Page No.
75	6.73 Opinion of educational groups for feature capacity to carry weight 75 kg.	133
76	6.74 Opinion of occupational groups for feature its capacity to carry weight 75 kg.	134
77	6.75 Opinion of income groups for feature its capacity to carry weight is 75 kg.	135
78	6.76 Opinion of both the gender for the feature its capacity to carry weight is 75 kg.	136
79	6.77 Opinion of age groups for feature its on road price is 28,500 Rs.	137
80	6.78 Opinion of educational groups the feature its on road price is 28,500 Rs.	138
81	6.79 Opinion of occupational groups for feature its on road price is 28,500 Rs.	139
82	6.80 Opinion of income groups the feature its on road price is 28,500 Rs.	140
83	6.81 Opinion of both the gender about the feature its on road price is 28,500 Rs.	141
84	6.82 ANOVA age wise statement -1	143
85	6.83 Multiple comparisons age wise statement- 1	143
86	6.84 Descriptive statistics age wise statement-1	144
87	6.85 ANOVA education wise statement- 1	145
88	6.86 Multiple comparisons education wise statement- 1	145
89	6.87 Descriptive statistics education wise statement -1	146
90	6.88 ANOVA occupation wise statement- 1	147
91	6.89 Multiple comparisons occupation wise statement-1	148
92	6.90 Descriptive statistics occupation wise statement -1	149
93	6.91 ANOVA income wise statement -1	150
94	6.92 Multiple comparisons income wise statement-1	150
95	6.93 Descriptive statistics income wise statement -1	151
96	6.94 ANOVA age wise statement- 2	152
97	6.95 Multiple comparisons age wise statement -2	152
98	6.96 Descriptive statistics age wise statement- 2	153
99	6.97 ANOVA education wise statement -2	153
100	6.98 Multiple comparisons education wise statement- 2	154
101	6.99 Descriptive statistics education wise statement -2	155
102	6.100 ANOVA occupation wise statement- 2	156
103	6.101 Multiple comparisons occupation wise statement-2	156
104	6.102 Descriptive statistics occupation wise statement- 2	157
105	6.103 ANOVA income wise statement -2	158
106	6.104 Multiple comparisons income wise statement-2	158
107	6.105 Descriptive statistics income wise statement 2	159
108	6.106 ANOVA age wise statement- 3	160
109	6.107 Multiple comparisons age wise statement -3	160
110	6.108 Descriptive statistics age wise statement- 3	161
111	6.109 ANOVA education wise statement -3	162
112	6.110 Multiple comparisons education wise statement -3	163
113	6.111 Descriptive statistics education wise statement -3	164
114	6.112 ANOVA occupation wise statement- 3	165
115	6.113 Multiple comparisons occupation wise statement-3	166
116	6.114 Descriptive statistics occupation wise statement -3	167
117	6.115 ANOVA income wise statement -3	168

Sr. No.	Topic	Pg. No.
118	6.116 Multiple comparisons income wise statement-3	168
119	6.117 Descriptive statistics income wise statement 3	169
120	6.118 ANOVA age wise statement -4	170
121	6.119 Multiple comparisons age wise statement -4	170
122	6.120 Descriptive statistics age wise statement -4	171
123	6.121 ANOVA education wise statement -4	172
124	6.122 Multiple comparisons education wise statement -4	172
125	6.123 Descriptive statistics education wise statement -4	173
126	6.124 ANOVA occupation wise statement -4	174
127	6.125 Multiple comparisons occupation wise statement-4	175
128	6.126 Descriptive statistics occupation wise statement- 4	176
129	6.127 ANOVA income wise statement -4	177
130	6.128 Multiple comparisons income wise statement-4	177
131	6.129 Descriptive statistics income wise statement- 4	178
132	6.130 ANOVA age wise statement -5	179
133	6.131 Multiple comparisons age wise statement- 5	179
134	6.132 Descriptive statistics age wise statement- 5	180
135	6.133 ANOVA education wise statement -5	181
136	6.134 Multiple comparisons education wise statement- 5	181
137	6.135 Descriptive statistics education wise statement -5	182
138	6.136 ANOVA occupation wise statement -5	183
139	6.137 Multiple comparisons occupation wise statement-5	183
140	6.138 Descriptive statistics occupation wise statement- 5	184
141	6.139 ANOVA income wise statement -5	185
142	6.140 Multiple comparisons income wise statement-5	185
143	6.141 Descriptive statistics income wise statement -5	186
144	6.142 Independent Samples Test	187
145	6.143 Group Statistics	188