The 21st Century calls for revolution in the way we think and act in terms of markets, consumers, and technology and production structures. As we move through this century, the socioeconomic setting is totally different from what it was in past.

In today’s time of liberalization, marketing environment has changed drastically from what it was when the economy was protected. Mass marketing has given way to customized and relationship marketing. Hordes of multinationals have entered into the fray and are changing the rules of the game. They are altering the way the business is done here. This change is more perceptible in an automobile industry.

The consumer today has become the fulcrum of the marketing process. Consumer today is much more demanding. He is not interested in purchasing a particular brand; rather he looks for the most cost effective ways of satisfying his desires. Companies are hence forced to be on their toes every minute.

The study of the consumer behavior holds great interest and focal topic of the day for us as consumers and as researchers. As consumers, we benefit from inside into our own consumption – related decisions, what we buy, why we buy and how we buy. The study of consumer behavior makes us aware of the subtle influences and persuades as to make the product or service choices we do. Consumer behavior is an indispensable condition upon which all market planning and marketing strategy must be predicted. Furthermore, consumer behaviour, the essence of which is “Why consumers do, What they do”, is the most dynamic, indeterminate, stochastic and unpredictable factor with which marketers contend.

The Indian two-wheeler industry has been in the news recently due to the excellent performance of some of its products. The Indian two-wheeler
industry owes its growth to the need of the middle class to have a low cost form of transportation. For private transportation, majority of Indians depends on two-wheelers. So, it is important to study the consumers of two wheelers and taking their views about two-wheelers.

As I was interested in doing research in automobile industry, I had selected two-wheeler as a part of it. For secondary data collection I had referred to plenty of material from books, journals, magazines, newspapers and various web sites. I have taken utmost care to render my thanks to the writers by mentioning the original source either as a footnote or in the bibliography or at both places. However, if inadvertently, I have forgotten to mention some sources, I convey my apology to the original contributors of those sources.

I have tried to put in my best efforts to prepare this thesis. I hope that the work presented here will be helpful to the scholars, researchers, management students, two-wheeler manufacturing companies and other interested persons for their future work in the area of two-wheeler industry.

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