BIBLIOGRAPHY

Books


Natarajan L. ((2010), Marketing, Margham Publicaions, Chennai.


Articles


Anuj Kumar Kanojia .(2011), Analyzing the state of competition in Indian two wheeler Industry, A report submitted to Competition Commission of India, New Delhi.

Arjun Choudhri .(2006), Emotion and Reason on Consumer Behavior, Elsevier Ltd.


Bhuvanesh Kumar and Kavitha. (2015), Customer satisfaction towards Honda Activa


Chandu Ravi Kumar and Swamy, N.D.N. (2015), A study on consumer satisfaction towards TVS Motors with Special Reference to Guntur city, PARIPEX Indian Journal of Research, 4: 137-139.


Frederick, P. Rivara, Matthew, B. Rivara and Keith Bartol. (1998), Dad ,may I have the keys? Factors Influencing Which Vehicles Teenagers Drive. Journal of the American Academy of pediatrics. 102:.57


Kotwal, Shapur. (2009), The automobile segment is all poised for steady growth. Auto Focus. 5.


Sakthivel Murugan and Shanthi, R.M. (2014), Perception of Women Consumers towards the Purchase Decision of Two Wheelers in India – A Study With Reference to


Sardar Gugloth. (2011), A study relating to the decision-making process of purchasing two Wheelers in rural area of Andhra Pradesh.


Valarmathi .(2015), Factors Influencing the Students Buying Behavior of Two Wheelers in Tirupur District. Emerging Research in Management & Technology. 4:90-93.


