# LIST OF FIGURES AND MAPS

1.1 Hypothesized Model ........................................... 17  
1.2 Cities selected for the study .................................. 22  
2.1 Save Model .................................................. 36  
2.2 Advertisement Planning Strategies ....................... 42  
3.0 Automotive Market Split ................................... 70  
3.1 Production of Automobiles in India (Million Unit) .... 71  
3.2 Production, Sale, and Export of Two wheeler automobile industry from 2004-05 to 2017-18 73  
3.3 Growth of production, Sale, and export of Two wheeler automobile industry from 2004-05 to 2017-18 73  
3.4 Company wise Production of Two Wheeler's automobiles in India from 2004-05 to 2017-18 74  
3.5 Company-wise Sale of Two-wheeler's automobiles in India from 2004-05 to 2017-18 74  
3.6 Company-wise Export of Two-wheelers automobiles in India from 2004-05 to 2017-18 75  
3.7 Two Wheelers Sales including Exports .................. 76  
4.1 Promotion Mix ............................................. 105  
4.2 Automotive Consumer paths to purchase ................ 106  
4.3 Purchase Intention Model .................................. 111  
5.3.1 Age Profile of Showroom representatives ............. 129  
5.3.2 Experience profile of Showroom representatives ...... 131  
5.3.3 Location of two wheelers showrooms ................ 132  
5.8.1 Profile for Purpose of Two wheelers Usage .......... 162  
5.8.2 Profile of Two wheelers brands ....................... 163  
5.8.3 Age profile of respondents .............................. 164  
5.8.4 Gender profile of respondents .......................... 164  
5.8.5 Profile of Vehicle type ................................... 165  
5.8.6 Profile of respondents occupation ..................... 166  
5.8.7 Profile of respondents education ....................... 167  
5.8.8 Income profile of respondents .......................... 168  
5.8.9 Profile of respondents location of Usage ............. 169  
5.11.1 CFA Model ............................................... 174