<table>
<thead>
<tr>
<th>Chapter</th>
<th>Topics</th>
<th>Page No.</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.</td>
<td>Introduction: Economic Growth, Its Effects on Ecology and Need for</td>
<td>1</td>
</tr>
<tr>
<td></td>
<td>Sustainable Development</td>
<td></td>
</tr>
<tr>
<td>1.1</td>
<td>Meaning of Economic Growth</td>
<td>1</td>
</tr>
<tr>
<td>1.2</td>
<td>Effects of Economic Growth on Ecology</td>
<td>1</td>
</tr>
<tr>
<td>1.3</td>
<td>Need for Sustainable Development</td>
<td>3</td>
</tr>
<tr>
<td>1.4</td>
<td>Sustainable Development Defined</td>
<td>5</td>
</tr>
<tr>
<td>1.5</td>
<td>Creating a Sustainable Organization</td>
<td>6</td>
</tr>
<tr>
<td>1.6</td>
<td>Companywide Pollution-Prevention Programs: Few Examples</td>
<td>9</td>
</tr>
<tr>
<td>2</td>
<td>Literature Review</td>
<td>11</td>
</tr>
<tr>
<td>2.1</td>
<td>Emergence of Green Consumerism and Green Marketing World Wide</td>
<td>11</td>
</tr>
<tr>
<td>3</td>
<td>Green Marketing and Its relevance in the Present Scenario</td>
<td>17</td>
</tr>
<tr>
<td>3.1</td>
<td>Moving Towards Eco-Marketing Orientation</td>
<td>17</td>
</tr>
<tr>
<td>3.2</td>
<td>Concept of Green Marketing</td>
<td>19</td>
</tr>
<tr>
<td>3.3</td>
<td>Green Marketing Mix Elements</td>
<td>21</td>
</tr>
<tr>
<td>3.4</td>
<td>Success Stories of brands/organizations which adopted green marketing</td>
<td>23</td>
</tr>
<tr>
<td>3.5</td>
<td>Carbon Credit as a new business opportunity for Electric two-wheeler</td>
<td>30</td>
</tr>
<tr>
<td></td>
<td>makers</td>
<td></td>
</tr>
<tr>
<td>4</td>
<td>Rationale for Study</td>
<td>33</td>
</tr>
<tr>
<td>4.1</td>
<td>Two-wheeler usage, its sales and market share of various brands</td>
<td>33</td>
</tr>
<tr>
<td>Chapter</td>
<td>Topics</td>
<td>Page No.</td>
</tr>
<tr>
<td>---------</td>
<td>-------------------------------------------------------------</td>
<td>----------</td>
</tr>
<tr>
<td>4.2</td>
<td>Battery-operated/Electric two-wheeler</td>
<td>35</td>
</tr>
<tr>
<td>4.3</td>
<td>Air Pollution and its Adverse Effects</td>
<td>36</td>
</tr>
<tr>
<td>5</td>
<td>Research Methodology</td>
<td>38</td>
</tr>
<tr>
<td>5.1</td>
<td>Sampling Decisions</td>
<td>38</td>
</tr>
<tr>
<td>5.2</td>
<td>Research Objectives</td>
<td>39</td>
</tr>
<tr>
<td>5.3</td>
<td>Research Instrument</td>
<td>40</td>
</tr>
<tr>
<td>5.4</td>
<td>Data analysis Techniques</td>
<td>41</td>
</tr>
<tr>
<td>6</td>
<td>Data Analysis and Discussion and Interpretations</td>
<td>44</td>
</tr>
<tr>
<td>6.1</td>
<td>Demographic Profile</td>
<td>44</td>
</tr>
<tr>
<td>6.2</td>
<td>Most important Features while Buying a Two-wheeler</td>
<td>49</td>
</tr>
<tr>
<td>6.3</td>
<td>Opinion on various features of concept of battery-operated two-wheeler</td>
<td>103</td>
</tr>
<tr>
<td>6.4</td>
<td>Opinions about willingness to make compromises in exchange for Battery-operated two-wheeler</td>
<td>142</td>
</tr>
<tr>
<td>7</td>
<td>Recommendations, Conclusions and Future Scope</td>
<td>190</td>
</tr>
<tr>
<td>8</td>
<td>References</td>
<td>205</td>
</tr>
<tr>
<td>9</td>
<td>Annexure</td>
<td></td>
</tr>
</tbody>
</table>