

Empirical Investigation on Owner Perception about TVS Scooty Pep With Special Reference To Coimbatore

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Abstract

Scooters have been the darlings of Indian masses for long because of the convenience it provides to the riders. Cheap scooters have been launched by the manufacturers to reach the wider net of customers. Two-wheeler manufacturers have also introduced scooters for that are a handy mode of commuting for the physically challenged. In India, two wheelers have captured the imagination of young generation everywhere. They are as much popular in the rural areas as they are in cities and towns. The easy maintenance, affordable price and ability to adjust in any kinds of road have made them dear to one and all. Moreover, now-a-days getting finance or a loan has become a trouble free affair and the numbers of bike riders are only growing with each passing day. Your two-wheeler also needs your care and attention all the time. With automobile India, you need not worry about the maintenance tips, statistics, insurance, finance and latest trends in the two wheeler industry. It is all there at the click of your mouse.

Key Words: Owners perception, Scooty pep, Coimbatore.

Introduction

The two-wheeler manufacturers are especially encouraged by the enthusiasm of the young riders who look for trendy products all the time. Some of the motorbike manufacturers are also targeting young ladies and making bikes available that are comfortable and cater specially to their needs. The launch of the Mopeds has revolutionized the entire concept of transportation for the women's. Mopeds are light weight, easy to drive and cost effective. In a way- Mopeds are tailor made keeping the needs of young girls and office going women's in mind. Such is the craze for bikes, that it comprises the major percentage of the two-wheeler industry, followed by mopeds and scooters. Now, college going crowd and youths find bikes smarter and better for transportation. The best part about a bike is that it provides quick and easy transportation, and can be parked anywhere around. Various factors such as the availability of bikes on reasonable rates, auto loans and higher disposable incomes have contributed to an evident upsurge in the demand of bikes. There's a marked change in the preferences of the buyers, as most of them prefer bikes to

scooters and mopeds.

Scooters have been the darlings of Indian masses for long because of the convenience it provides to the riders. Cheap scooters have been launched by the manufacturers to reach the wider net of customers. Two-wheeler manufacturers have also introduced scooters for that are a handy mode of commuting for the physically challenged. In India, two wheelers have captured the imagination of young generation everywhere. They are as much popular in the rural areas as they are in cities and towns. The easy maintenance, affordable price and ability to adjust in any kinds of road have made them dear to one and all. Moreover, now-a-days getting finance or a loan has become a trouble free affair and the numbers of bike riders are only growing with each passing day. Your two-wheeler also needs your care and attention all the time. With automobile India, you need not worry about the maintenance tips, statistics, insurance, finance and latest trends in the two wheeler industry. It is all there at the click of your mouse.

History of Two-Wheeler

The Encyclopedia describes a motorcycle as a bicycle propelled by an internal-combustion engine (or, less often, by an electric engine). The motors on minibikes, scooters, and mopeds, are usually air-cooled and range from 25 to 250 cubic cm (1.5 to 15 cubic inches) in displacement, the multiple-cylinder motorcycles have displacements of more than 1,300 cubic cm. The automobile was the reply to the 19th-century dream of self-propelling the horse-drawn carriage. Similarly, the invention of the motorcycle created the self-propelled bicycle. The first commercial design was a three-wheeler built by Edward Butler in Great Britain in 1884. This employed a horizontal single-cylinder gasoline engine mounted between two steer able front wheels and connected by a drive chain to the rear wheel. The 1900s saw the conversion of many bicycles, or pedal cycles by adding small, centrally mounted spark ignition engines. There was then felt the need for reliable constructions. This led to road trial tests and competition between manufacturers. Tourist Trophy (TT) races were held on the Isle of Man in 1907 as reliability or endurance races. Such were the proving ground for many new ideas from early two-stroke-cycle designs to supercharged, multivalent engines mounted on aerodynamic, carbon fiber reinforced bodywork.

Research Methodology

Data Source

Research included gathering both primary and secondary data. Primary data is the first hand data, which are selected a fresh and thus happen to be original in character. Primary Data was collected from those who own and use the TVS Scooty pep to know various views and perception about TVS Scooty pep.

Secondary data are those which have been collected by someone else and which already have been passed through statistical process. Secondary data has been taken from internet, newspaper, magazines and companies web sites.

Research Approach

The research approach was used survey method which is a widely used method for data collection and best suited for descriptive type of research survey includes research instrument like questionnaire which can be structured and unstructured. Target population is well identified and various methods like personal interviews and telephone interviews are employed.

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Scope of the Study

Nowadays, two-wheeler has become a necessity and forms a part of life. Therefore, there is a significant scope to examine the perception and purchase behaviour of the consumers of TVS Scooty pep. The study is restricted to Coimbatore city only. This study tries to analyze the factors influence of perception in the consumers mind and their level of satisfaction about the different features of TVS Scooty pep among the different personal profile. This information can be used successfully by marketers to gain entry into the minds of the consumers.

Review of Indian automobile industry

The last few years have witnessed revolutionary changes in the management systems and manufacturing innovations of the world automotive industry. A proprietary study conducted by McKinsey and the Associated Chambers of Commerce and Industry of India (summarized in PTI, April 18, 2005; Newsweek International November 28, 2005, and the Financial Times, December 1, 2005) estimates that by 2015 global auto production is likely to reach \$1.9 trillion dollars, of which around \$700 billion dollars will be produced in low cost countries. The United Nations Development Program (UNDP) report hailed India as a powerful force in the global automobile industry, and recognized that it has the strength to sustain leadership and growth in the face of the global trading order.

The growth in Indian economy encounters the growth in industrial production. According to the Society of Indian Automobile Manufacturers (SIAM), the Indian automobile industry has maintained a steady growth of 20% till May 2005. The industry currently contributes about 5% of the GDP and it is targeted to grow fivefold by 2016 and account for a geographically diversification. The growth curve of India Auto Inc. has been on an upswing for the past few years. In addition to matching competitor's new products and upgraded machinery, technology is over 10% of India's GDP.

Automotive Mission Plan (AMP) expects the industry to reach a turnover of \$150-200 billion in the next ten years from the current \$45 billion levels. Over the last five years the production of four wheelers in India has increased from 9.3 lakh units in 2002-03 to 23 lakh units in 2007-08 reporting a CAGR of 20%. The Indian car manufactures are today serving a wide variety of transportation solutions across, different load levels. There is a drastic growth in sales and distribution setup, which enables the automobile company to ensure playing a vital role. Moreover the company's proximity to their raw material and component suppliers help them in reducing procurement costs. Automobile manufacturers have clearly committed themselves to supply the market with ever safer and more environment friendly products and are continuously investing huge R&D resources in further product improvements and in developing radically new propulsion systems. The following section discusses the development of Indian automotive industry.

Emergence of the Indian auto industries

The auto industry traced in India can be classified into three distinct phases namely: Period prior to the entry of Maruti Udhyog Ltd, period after the entry of M aruti Udhyog Ltd and Period post Liberalization (Kathuria, 1990). The Indian auto industry has come a long way since 1940s. Since its independence in 1947, India has pursued, initially, a strong anti-imperialist automobile economic policy by promoting self-reliance (D'Costa, 1995a). This policy established a basic industrial foundation and a technical-education infrastructure to sustain future growth. This fell

behind the global technology frontier due to increasingly autarkic and sometimes dysfunctional policies (Bhagwati, 1993). India was characterized by a slow-growing, high-cost economy with shoddy and scarce products. Subsequently, since the 1980s, various economic and industrial sectors were gradually and selectively deregulated, privatized, and internationalized (D'Costa, 2006). The evolution of this economic nationalism has been devised to promote domestic business and increasingly to sustain their global competitiveness. The key breakthrough occurred in the year 1982. The Government of India created Maruti Udyog Limited, a public sector company. The period prior to the entry of Maruti Udyog Ltd was characterized by small number of auto majors like Hindustan Motors, Premier Automobiles, Telco, Bajaj, and Mahindra and Mahindra. However, cumulatively political and social forces gave way to a curious partnership between the Govt. of India and Suzuki Motors of Japan in the early 1980s (D'Costa, 1995b).

The Government owned approximately 80% of the equity. For the first time India became an investor in a car project and in a successful monopoly (D'Costa, 1995b). This was marked as the beginning of the second phase of the auto industry. The auto industry in the country really showed a spurt in growth during this period. This period witnessed the emergence of a new generation of auto manufacturers who were required to meet the stringent quality standard of Maruti's collaborator Suzuki of Japan. The good performance of Maruti resulted in an upswing for the domestic automobile industry. This Joint Venture (JV) resulted in a significant addition to the country's car production volume, which helped satisfy the unmet consumer demand. The JV served another important function: by bringing in cars at a low cost that were based on modern (and fuel-efficient) automobile technology, it galvanized the existing Indian firms to start upgrading their own technology, thereby initiating a modernization of the Indian passenger car industry. The other major Indian manufacturers also all moved to upgrade their own offerings, catalyzed partly by Maruti's entry into the Indian car market: HM entered into collaboration with Isuzu of Japan for the manufacture of gasoline and diesel engines and power-train assemblies, and with Vauxhall of the United Kingdom for design and tooling technology, which in turn led to production of a new model called Contessa (a derivative of the Vauxhall Victor). Premier Auto Limited (PAL) entered into a technical agreement with Nissan of Japan for their A-12 engine and matching transmission, which was placed in a Fiat 124 body. PAL also entered with a consultancy agreement with AVL of Austria to improve its existing gasoline engine, and through an acquisition, an arrangement with FNM of Italy for diesel engines (leading to a diesel car being offered in 1989) (Mohanty *et al.*, 1994). Standard Motors began offering a luxury car, the Rover 2000, in collaboration with Austin Rover of the U.K. (Venkatramani, 1990). In the year 1991, when India moved away from an inward looking industrialization strategy to a more 'open' economy (Narayanan, 2001), a newly elected Indian government took over and faced with a balance-of-payments crisis initiated a series of economic liberalization measures designed to open the Indian economy to foreign investment and trade. The governments play a key role in shaping the growth of the auto industry in emerging economies (Amsden and Kang 1995). There for the Government of India revisited its Industrial Policy and allowed for capacity expansion as well as entry of foreign capital and firms. In this situation the Indian automobile industry needs to restructure itself to retain competitiveness. The new automobile policy announced in 1993 included removal of licensing restrictions on production, automatic approval of foreign investment up to 51% in Indian firms opening the doors for foreign firms to enter the Indian market (subject to government approval, up to 100% foreign equity participation was also allowed) (Sagar and Chandra, 2004). The government followed up its

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liberalization measures with significant reductions in the import duty on automobile components. These measures have spurred the growth of the Indian economy in general, and the automotive industry in particular. Since 1993, the automotive industry has been experiencing growth rates of above 25%. Prior to the de licensing of this sector in 1993, customers could purchase just three models: one made either by Hindustan Motors, Maruti-Suzuki or Premier Automobiles.

So the Indian automobile industry is playing a pivotal role on the Indian Economy and also redefining the lifestyle of Indian consumers. In this context the Indian Automobile sector is also increasingly adopting an outward looking approach and exploring new markets and territories.

Analysis and Interpretation

ANOVA Technique age group and influencing factors Table 1 & 2 give the results of the ANOVA conducted to test for significant difference if any, between the respondents of different age groups on the various influencing factors.

Null Hypothesis: The average scores of influencing factors among the respondents of the different age groups do not differ significantly.

Table: 1- Average Scores of the Influencing Factors For Different Age Groups

Age		Price	Millage per litter	Safety	Maintenance Cost	Service facility
18- 25 years	Mean	1.4853	3.6324	2.8529	2.6176	2.7794
	Std. Deviation	.50350	1.38116	1.44826	1.40393	1.48470
26- 35 years	Mean	1.5000	3.8393	2.5357	2.8929	2.6071
	Std. Deviation	.50452	1.33180	1.36134	1.55714	1.46074
36- 45 years	Mean	1.6190	3.9524	3.1905	2.9048	2.7143
	Std. Deviation	.49761	1.28360	1.40068	1.64027	1.34695
Above 45 years	Mean	1.6000	3.4000	1.6000	3.0000	2.4000
	Std. Deviation	.54772	1.81659	.89443	1.41421	1.14018

Source: Calculated from Primary Data

The Analysis of Variance test is applied to test for significant difference among the different age groups for each influencing factor separately. The results of the ANOVA are given in the above table. It is found from the results of ANOVA that F values is lesser than the table value for influencing factors – Price, Mileage per litter, Maintenance cost and Service facility. Hence, the null hypothesis the average scores of influencing factors among the respondents of the different age groups do not differ significantly with respect to all the four influencing factors is accepted. But the F value is greater than table value for the safety factor, hence the hypothesis is rejected. Therefore the average scores of safety factor among the respondents of the different age groups differ significantly.

Educational Qualification and influencing factors

Table 3 & 4 bring out the results of the ANOVA conducted to test for significant difference if any, between the respondents of the different educational qualifications on the various influencing factors.

Table 2 - ANOVA on The Influencing Factors For Different Age Groups

		Sum of Squares	df	Mean Square	F	Sig.	Remarks
Price	Between Groups	.336	3	.112	.440	.725	NS
	Within Groups	37.138	146	.254			
	Total	37.473	149				
Millage per litter	Between Groups	2.859	3	.953	.512	.674	NS
	Within Groups	271.515	146	1.860			
	Total	274.373	149				
Safety	Between Groups	13.964	3	4.655	2.385	.072	S
	Within Groups	284.896	146	1.951			
	Total	298.860	149				
Maintenance Cost	Between Groups	3.068	3	1.023	.456	.713	NS
	Within Groups	327.225	146	2.241			
	Total	330.293	149				
Service facility	Between Groups	1.359	3	.453	.216	.885	NS
	Within Groups	306.534	146	2.100			
	Total	307.893	149				

Source: Calculated from Primary Data NS - Not Significant. S- Significant

Null Hypothesis: The average scores of the influencing factors among the respondents of the different educational qualifications do not differ significantly.

Table 3 Average Scores of the Influencing Factors for Different Educational Qualification

Educational Qualification		Price	Millage per litter	Safety	Maintenance Cost	Service facility
Primary School Education	Mean	1.8000	4.0000	3.2000	2.8000	3.0000
	Std. Deviation	.44721	1.22474	.83666	1.30384	1.22474
Higher Secondary	Mean	1.6667	3.5758	2.2424	2.8182	2.7576
	Std. Deviation	.47871	1.47966	1.32359	1.59010	1.54172
Diploma Level	Mean	1.4070	3.7558	2.8140	2.8256	2.6163
	Std. Deviation	.49415	1.30100	1.41846	1.47283	1.41562
Graduate	Mean	1.5833	3.9583	3.0833	2.5000	2.9583
	Std. Deviation	.50361	1.36666	1.50121	1.56038	1.42887
Post Graduate	Mean	2.0000	3.0000	2.5000	3.0000	1.0000
	Std. Deviation	.00000	2.82843	2.12132	.00000	.00000

Source: Calculated from Primary Data

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Table: 4 ANOVA On The Influencing Factors For Different Educational Qualification

		Sum of Squares	df	Mean Square	F	Sig.	Remarks
Price	Between Groups	2.751	4	.688	2.872	.025	S
	Within Groups	34.722	145	.239			
	Total	37.473	149				
Millage per litter	Between Groups	3.482	4	.871	.466	.761	NS
	Within Groups	270.891	145	1.868			
	Total	274.373	149				
Safety	Between Groups	12.643	4	3.161	1.601	.177	S
	Within Groups	286.217	145	1.974			
	Total	298.860	149				
Maintenance Cost	Between Groups	2.201	4	.550	.243	.913	NS
	Within Groups	328.093	145	2.263			
	Total	330.293	149				
Service facility	Between Groups	8.537	4	2.134	1.034	.392	S
	Within Groups	299.356	145	2.065			
	Total	307.893	149				

Source: Calculated from Primary Data NS - Not Significant. S- Significant

From this ANOVA table, it is observed that the F ratios calculated are 2.872, 1.601 and 1.034 for all the three influencing factors which are greater than the table value hence the hypothesis is rejected. Therefore the average scores of the influencing factors among the respondents of the different educational qualifications differ significantly. The influencing factors like Mileage per litter and Maintenance cost F values .761 and .913 are less than the table value. Hence, the hypothesis formulated is accepted and it is inferred that there is no significant difference among the different educational qualification of the respondents on the influencing factors.

Occupational status and influencing factors Table 5 & 6 analyze for the existence of any significant difference between the various occupational status and the influencing factors.

Null Hypothesis: The average scores of influencing factors among the respondents of the different occupational status do not differ significantly.

Marital status and influencing factors Table 7 & 8 analyze for the existence of any significant difference between the marital status and the influencing factors.

Null Hypothesis: The average scores of influencing factors among the respondents of the different marital status do not differ significantly.

Table 8 represents the ANOVA for significant difference between the marital status of the respondents with respect to the influencing factors. From the analysis it is found that the F value of 2.305 is greater than the table value with respect to the service facility differs significantly at 5% level of significance. Therefore the null hypothesis is rejected. Hence it is concluded that there is significant difference between the marital status of the respondents and the influencing service facility. The F values of the other four influencing factors Price, Mileage per litter, Safety and Maintenance cost are .428, .261, .139 and .001 respectively have no significant difference. Hence the hypothesis with respect to these four factors is accepted.

Family Income And Influencing Factors :The ANOVA table 9 & 10 given below the mean

Table: 5
Average Scores Of The Influencing Factors For Different Occupational Status

Occupational Status		Price	Millage per litter	Safety	Maintenance Cost	Service facility
Salaried	Mean	1.5303	3.9242	2.7576	2.9697	2.6970
	Std. Deviation	.50291	1.25650	1.52981	1.48810	1.43548
Daily Wage	Mean	1.6111	3.4815	2.6111	2.5741	2.5926
	Std. Deviation	.49208	1.52638	1.30914	1.53699	1.52363
Professional	Mean	1.2083	4.0417	2.8750	2.4583	2.8750
	Std. Deviation	.41485	1.04170	1.36135	1.44400	1.36135
Business	Mean	1.6667	3.0000	3.1667	3.6667	2.8333
	Std. Deviation	.51640	1.54919	1.47196	.51640	1.16905

Source: Calculated from Primary Data

Table: 6 - ANOVA on the Influencing Factors For Different Occupational Status

		Sum of Squares	df	Mean Square	F	Sig.	Remarks
Price	Between Groups	2.909	3	.970	4.096	.008	S
	Within Groups	34.564	146	.237			
	Total	37.473	149				
Millage per litter	Between Groups	11.312	3	3.771	2.093	.104	S
	Within Groups	263.061	146	1.802			
	Total	274.373	149				
Safety	Between Groups	2.447	3	.816	.402	.752	NS
	Within Groups	296.413	146	2.030			
	Total	298.860	149				
Maintenance Cost	Between Groups	11.859	3	3.953	1.812	.147	S
	Within Groups	318.435	146	2.181			
	Total	330.293	149				
Service facility	Between Groups	1.459	3	.486	.232	.874	NS
	Within Groups	306.435	146	2.099			
	Total	307.893	149				

Source: Calculated from Primary Data NS - Not Significant. S- Significant

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Table: 7-Average Scores of the Influencing Factors for Different Marital Status

Marital Status		Price	Millage per litter	Safety	Maintenance Cost	Service facility
Married	Mean	1.5405	3.6892	2.7838	2.7703	2.5135
	Std. Deviation	.50176	1.36418	1.38752	1.60092	1.43578
Unmarried	Mean	1.4868	3.8026	2.6974	2.7763	2.8684
	Std. Deviation	.50315	1.35666	1.45162	1.38177	1.42681

Source: Calculated from Primary Data

Table:8 ANOVA on the Influencing Factors for Different Marital Status

		Sum of Squares	df	Mean Square	F	Sig.	Remarks
Price	Between Groups	.108	1	.108	.428	.514	NS
	Within Groups	37.365	148	.252			
	Total	37.473	149				
Millage per litter	Between Groups	.483	1	.483	.261	.610	NS
	Within Groups	273.891	148	1.851			
	Total	274.373	149				
Safety	Between Groups	.280	1	.280	.139	.710	NS
	Within Groups	298.580	148	2.017			
	Total	298.860	149				
Maintenance Cost	Between Groups	.001	1	.001	.001	.980	NS
	Within Groups	330.292	148	2.232			
	Total	330.293	149				
Service facility	Between Groups	4.723	1	4.723	2.305	.131	S
	Within Groups	303.171	148	2.048			
	Total	307.893	149				

Source: Calculated from Primary Data NS - Not Significant. S- Significant

table tests for any significant difference between the different family income of the respondents and the influencing factors.

Null Hypothesis: The average scores of influencing factors among the respondents of the different family income do not differ significantly.

From Table 10 it is observed that the obtained F values for the influencing factors Price, Safety, Maintenance cost and Service facility are .604, .403, .256 and .556 These values are less than the table value of 2.402. Hence, they are insignificant and so the above stated null hypothesis the average scores of influencing factors among the respondents of the different family income do

Table: 9 - Average Scores of the Influencing Factors for different income groups

Income per Month		Price	Millage per litter	Safety	Maintenance Cost	Service facility
Below Rs 5000	Mean	1.5122	3.9268	2.5610	2.7561	2.8780
	Std. Deviation	.50606	1.21223	1.37929	1.44535	1.24890
Rs.5001 to Rs 10000	Mean	1.5476	3.8571	2.7381	2.8333	2.6667
	Std. Deviation	.50376	1.35379	1.49893	1.54473	1.42566
Rs.10001 to Rs 15000	Mean	1.5435	3.5435	2.8043	2.8478	2.6957
	Std. Deviation	.50361	1.45612	1.39235	1.51976	1.58982
Above Rs 15000	Mean	1.3810	3.6190	2.9524	2.5238	2.3810
	Std. Deviation	.49761	1.43095	1.43095	1.47034	1.49921

Source: Calculated from Primary Data

Table: 10 - ANOVA on the Influencing Factors for Different income Groups

		Sum of Squares	df	Mean Square	F	Sig.	Remarks
Price	Between Groups	.459	3	.153	.604	.614	NS
	Within Groups	37.014	146	.254			
	Total	37.473	149				
Millage per litter	Between Groups	4.085	3	1.362	.735	.532	S
	Within Groups	270.289	146	1.851			
	Total	274.373	149				
Safety	Between Groups	2.452	3	.817	.403	.751	NS
	Within Groups	296.408	146	2.030			
	Total	298.860	149				
Maintenance Cost	Between Groups	1.726	3	.575	.256	.857	NS
	Within Groups	328.567	146	2.250			
	Total	330.293	149				
Service facility	Between Groups	3.478	3	1.159	.556	.645	NS
	Within Groups	304.415	146	2.085			
	Total	307.893	149				

Source: Calculated from Primary Data NS - Not Significant. S- Significant

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not differ significantly has been accepted. The F value of Millage per litter is .735 which is greater than the table value hence the null hypothesis is rejected.

Conclusion

The present study reveals that the customers have good preference towards TVS SCOOTY PEP. They are motivated by the guarantee scheme, price, mileage and the grip as like few attributes for the purchase of vehicle. The popularity of the brand also one of the factors used the customers for their purchase duration. In overall customers are satisfied about the brand and appearance with the vehicles but they expect verity of models. Hence it includes this vehicle launching the company is a tough competitor is the competing world and capture customers attentions also.

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