

A STUDY OF THE CURRENT TWO WHEELER BOOM IN URBAN SPACES: CONSPICUOUS OR NECESSARY CONSUMPTION?

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ABSTRACT

This study attempts to explain how the 2-wheeler (motor-cycle or scooter and its many miniaturised versions) has become a common-placed item for many households (across classes). A lack of secondary sources caused the study to undertake a survey to gather information about the demand for 2-wheelers from the points of view of its mechanical and commercial aspects, the socio-economic reasons for purchasing it and the financials involved in procuring and operating it. Through a set of statistical measures (e.g., averages and modes) and tests (e.g., Chi-Square Test) various inferences were drawn to ultimately claim that the demand for 2-wheelers is not a conspicuous but a necessary consumption.

KEY WORDS: Conspicuous consumption, Financials, Operational Costs, Duesenberry Effect, Demographics, Consumption Basket.

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