

Consumer Buying Behavior Towards Two Wheeler Bikes in India

Deepankar Shakya

Galgotias University, Greater Noida

Prof. Neha Verma

Galgotias University, Greater Noida

Abstract- This study examines different elements that underpin consumer mindset and behavior in buying two-wheeler bikes in India, a country where motorbikes and scooters are the leading method of personal transport due to its economic, utilitarian, and infrastructure benefits. The research aimed to examine how such aspects at individual level such as how a brand is perceived, how much fuel a bike consumes, its pricing, social suggestions and after sales support influence what Indian consumers decide to purchase. These responses were gathered from administering a controlled questionnaire among a mixed group of people living in urban and semi urban settings. The study shows that despite price and fuel efficiency being important factors for buyers, they are also decisively influenced by factors such as brand loyalty, personal style and social recommendation. Therefore, digital content and online assessments are becoming more and more influential in consumers' decision making. The paper ends with recommendations that marketers and producers can act upon to immediately adjust their techniques to address the dynamic needs of consumers in this rapidly changing and competitive industry.

Keywords- Consumer Behavior, Two-Wheeler Market, Buying Decisions, India, Motorcycles, Brand Influence, Fuel Efficiency.

I. INTRODUCTION

A. Background of the study

The emergence of India as a big two-wheeler market was led by an accelerated move towards motorcycles and scooters over the past two decades. The increasing levels of urbanization, growing middle-class wealth and increased concerns about traffic congestion and gasoline prices have contributed to the fact that two wheelers play a critical role in personal transportation. The Indian two-wheeler market caters to a vast number of people from various stages of life, financial situations and occupations, and all having personal preferences and motivations. With competition soaring high amongst big players like Hero MotoCorp, Honda, Bajaj, TVS etc it becomes important to study the reasons for consumer preferences and the psychological, social and economic influence on their buying decisions. Knowledge of the buying behavior of consumers will enable the manufacturers and the marketers to match their offers and be better able to address the new needs of the market.

B. Significance of the Study

Insight about the consumer buying behavior is of great significance for the growth of Indian two-wheeler manufacturers and dealers. Driving the buyers' decisions are different factors like economic situation, personal tastes, social environment, marketing campaign and post purchase aftercare. The study is important because it seeks to demystify how consumers make the choice to purchase, providing real world data to understand their choices. The findings will shed light on ways manufacturers will enhance their product strategies, align marketing strategies and

enhance customer satisfaction. In addition, this work contributes to the understanding of consumer behavior in growing markets, which is particularly focused on the automotive industry.

C. Research Problem

Despite high demand and market potential for two wheelers, in India, there is still limited comprehensive evidence based understanding of real driving forces of consumer purchases. Earlier body of literature tends to generalize the consumer behavior or fails to give an apt projection of the challenges and opportunities which derive from the digitization and shifting values of the Indian market. The purpose of this study is, therefore, to fill the existing knowledge gap on the combination of demographic, psychological and market related factors as determinants of consumer choices for two wheelers in India.

D. Research Objectives

The objectives of this study are to uncover and analyse aspects that will have the most significant influence on the buying decision of the Indian consumers in the two wheeler category. The specific objectives include:

1. To identify the key influencers in consumer purchase decision when they buy two-wheelers.
2. In order to estimate the effect of brand perception, price sensitivity and fuel economy while forming preferences of the consumers.
3. To examine how far demographic factors such as age, gender, income and occupation determine buying behavior.
4. To determine the role of digital information and social media in the decision making process.
5. To generate viable recommendations for two-wheeler manufacturers and marketers based on the analysis of consumer behavior.

E. Research Questions

The research is aimed at answering the following key questions:

1. What features are the most decisive in Indian buyers' choice of two-wheeler bikes?
2. What is the impact of demographic traits on the preference and intentions of potential buyers?
3. What is the effect on purchase decisions of consumers by their perception of brand reputation and after-sales support?
4. How does social media and online reviews influence decision making among two wheeler consumers?

F. Scope and Limitations

The research focuses only on the decision making on two-wheelers among the Indian consumers. The scope includes two-wheeler purchasers of diverse income groups and geographic locations and urban and semi-urban segments are considered particularly. The size of sample, and the

confined geographic area of the study represent its limitations as it could exclude some of the rural consumers' behavior and preferences. Additionally, the only method to collect data by self-report questionnaires may cause potential response bias. However, the results bear useful implications and can be generalized to a significant portion of the Indian market, especially in urban and mid-sized cities.

II. LITERATURE REVIEW

A. Theoretical Framework

Different behavioral and economic theories are used to analyze the consumer behavior related to the buying of two-wheelers in India. Consumer intentions as described by TRA and TPB are based on their own attitude, perceived norms of the social group they belong to, and perceived evaluation of their ability to successfully perform the intended behavior. The ability to appreciate these theories allows us to determine how personal beliefs, social normalities, and availability of the preferred two-wheeler ascertains why a particular consumer purchases one brand of two-wheeler or type. Moreover, the application of Maslow's theory points out that apart from its basic utility, two-wheeler purchases often refer to a need for social acceptance and value, especially for younger consumers. In addition, the Consumer Decision-Making Process Model, including problem recognition, information search, evaluation of alternatives, purchase decision and post-purchase behavior, gives a systematic approach in evaluating the steps consumers undertake in making their two-wheeler purchase. Applying this theoretical undertone, one can theoretically obtain insightful penetration into various drivers of buying behavior in the Indian two wheeler industry [1].

B. Review of Past Studies

Previous studies of buying behaviour in the automobile and two wheeler market have brought to light many factors that influence decisions to a great extent. Previously identified considerations include price, fuel efficiency, brand reputation, and engine size, and design [2]. As literature reveals, consumer decision-making processes in collectivist societies such as India are majorly driven by the views of close ads to the consumer and peer recommendations. Several studies have explored the marketing communication role, specifically that of television advertisements and celebrity endorsement, and other research concerns the growing importance of the digital world, specifically online reviews and social media interaction[3]. Additionally, the demographics, which create segments of the population, based on age, income level, employment status, educational background, and regional perspective, have been observed driving consumer preferences towards scooters, commuter bikes, and performance motorcycles. Besides, research has shifted its focus towards post-purchase experiences and the quality of after-sales services and maintenance costs have been identified as determinants of the satisfaction and loyalty of customers [4].

C. Research Gap Identification

In the face of abundant research in consumer behavior in the two-wheeler industry, a number of overwhelming issues have remained unanswered [5]. First, many studies were dedicated to general trends or became obsolete, and therefore they are applicable to the changing preferences of modern Indian consumers even less, especially since the

wave of digital transformation falls on the increase of awareness of environmental problems. Second, a poor study of how digital resources, user-generated content, and e-commerce influence decision-making for automotive purchases in spite of these factors being more important now[6]. Third, there is little research which provides a comprehensive investigation of how consumer behavior varies by groups such as first time buyers and seasoned riders, or across various socioeconomic regions. Further, research on how factors such as self-expression, social status and lifestyle aspirations would influence the two-wheeler consumer preferences has been poor. The presence of these research gaps provides a strong opportunity for the present study to produce new, significant, and applicable knowledge about consumer behaviour in India's two-wheeler industry [7].

III. MATERIALS AND METHODS

A. Research Design

In undertaking this study, a descriptive research design is applied to keenly observe and analyze consumer purchasing patterns unique to two-wheeler bikes in India. Quantitative research methods were applied in data collection and analysis from a large group of people. The research explores how various independent variables and dependent variables related to consumer behavior, such as demographics, brand preference and decision-making factors interact. The research framework that has been established allows for the impartial evaluation and is the underpinning for creating useful insights pertinent to marketers and manufacturers who operate in the Indian two-wheeler industry.

B. Sampling Method and Size

The sampling technique used for the study was convenience sampling in a non-probabilistic sampling approach and it considered observations based on the limitations of time and resources. Majority of the sample was comprised of people from urban and semi-urban areas; focusing more on people who have recently purchased two-wheeler or are planning to purchase two-wheeler. A sample size of 200 provided enough data for the response analysis to include major groupings of students, working professionals, and self-employed consumers. To have a good understanding of consumer behavior, people of all ages, income, education, and genders were involved in the sample.

C. Data Collection Tools

Primary data were collected using a structured questionnaire that included closed-ended and ranked Likert scale questions. The survey aimed at collecting the following information on the following factors: purchase motivation, brand perception, price sensitivity, experience on post-sales service, and effect of digital media. The questionnaire was also tested through a pilot at the selected respondents before full deployment to examine the clarity and reliability of the questionnaire. Surveys were made online and offline with "Google Forms" and printed forms respectively to ensure that as many people as possible participated. Additional data in form of industry reports, market analysis and previous academic works were incorporated to supplement the main data presented.

D. Variables and Measures

The research involved several independent and dependant variables.

- Independent Variables: Demographic factors, including age, gender, income level, occupation, and education, and psychological variables, like brand awareness, peer influence, advertisement exposure, fuel efficiency, and pricing were taken into account.
- Dependent Variable: Choices of consumers while purchasing two-wheeler bikes.

Suitable measurement instruments were used in the assessment of each variable. There were categorical selections for demographics, and there were five-point Likert scales for perception—going from “Strongly Disagree” to “Strongly Agree”. This approach allowed a thorough study of the consumer view and tendencies; therefore, it became possible to conduct correlation and regression analysis if necessary.

E. Statistical Tools and Techniques

The collected data was discussed to generate insights using the assistance of Microsoft Excel and Statistical Package for the Social Sciences (SPSS). Frequency distribution, mean and standard deviations among the summary statistics were used to aggregate the data. Chi-square and correlation analyses and cross-tabulation used as inferential statistics were used to identify relationships between consumer buying behavior and demographic characteristics. In addition to that, regression analysis was applied to investigate the impact of various independent variables on the final purchase decisions made by consumers. These analytical methods offered a strong validation and reliability for in-depth description of the behavioral patterns through diverse consumer segments.

IV. RESULTS AND DISCUSSION

A. Demographic Profile of Respondents

Table 1: Gender Distribution of Respondents

Gender	Frequency	Percentage (%)
Male	136	68%
Female	64	32%
Total	200	100%

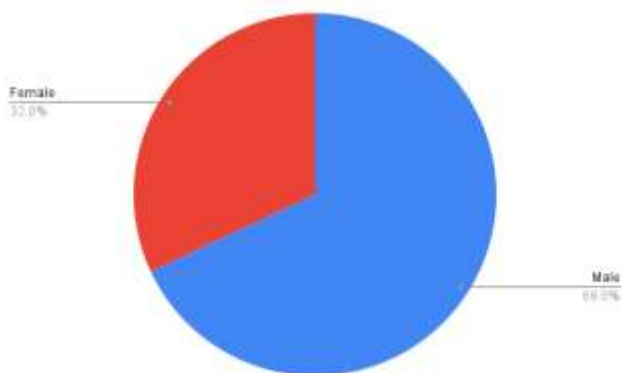


Fig. I. Pie chart displaying the gender allocation of respondents

Interpretation: Over half of the respondents were male (68%) as this indicates men have considerable bearing on

the ownership and buying of two-wheelers in India. Importantly, with 32% of females, there is evident increase of women interest in personal mobility, and especially in urban and semi-urban settings.

Table 2: Age Group of Respondents

Age Group	Frequency	Percentage (%)
18–25 years	85	43%
26–35 years	72	36%
36–45 years	28	14%
46+ years	15	7.50%
Total	200	100%

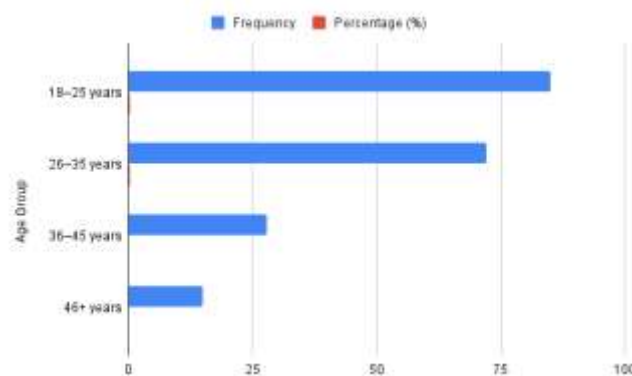


Fig. II. Ratio of Respondents According to Age Group (Bar Graph)

Interpretation: The majority of the respondents are in the age bracket of 18–25 years, indicating high presence of the younger generation as consumers in the market of two wheelers. The 26-35 respondents are quite engaged, confirming that early career individuals form a significant target audience for manufacturers.

B. Descriptive Analysis

Table 3: Most Preferred Type of Two-Wheeler

Type	Frequency	Percentage (%)
Scooter	78	39%
Commuter Bike	91	46%
Sports Bike	24	12%
Cruiser	7	3.50%
Total	200	100%

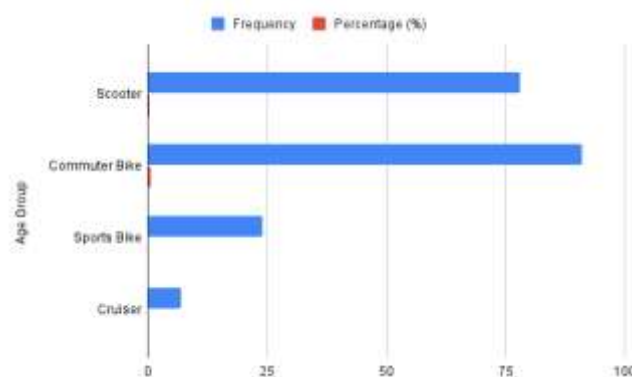


Fig. III. Preferred Two-Wheeler Type (Bar Graph)

Interpretation: Commuter bikes come first being preferred the most by 45.5% of the respondents majorly due to its cost effectiveness and fuel conservation. Scooters

come in second as the most preferred, 39% of them, popular among the young and the female consumers because of their facilitation of ease of handling. Sports bikes and cruisers appeal to limited exclusive groups of consumers.

C. Hypothesis Testing

- H0: Fuel efficiency does not play a significant role in purchase decisions.
- H1: There is substantial evidence that plays a major role in defining a customer's selection of two-wheeler with the fuel efficiency.

V. CONCLUSION AND FUTURE WORK

The research illustrates the importance of performance appraisal practices in IT, as well as reveals strengths and weaknesses. Though the employees, overall, are somewhat satisfied with the process, the study indicates serious reservations about perceived unfairness, inadequately detailed feedback, and absence of linkage between appraisal and career progression. The results highlight the need for a clear-cut and arranged appraising process that delivers targeted and actionable information that enhances the link to clear career advancement opportunities such as those involving promotions and abilities advancement. In the wake of rapid fluctuations within the IT world, companies may consider using flexible and customized appraisal methods, particularly within smaller organizations which have been found to experience increased employee satisfaction. Moreover, standardized evaluation methods should be abandoned for more personalized and context-specific feedback for organizations with a larger workforce. Having the right training to provide effective feedback and help in career development when training managers is a necessary move for companies. Fair and consistent processes should be ensured and transparent rules of following the evaluation criteria and methods should be made. Furthermore, aligning career enhancement opportunities and performance appraisal constitutes an opportunity to enhance the perceived value of the appraisal process and stimulate increased levels of motivation and employee involvement. From all these insights, further studies should examine what modern technologies, such as AI-based performance management solutions, can do to the future of appraisal systems and well-being of employees. If the discussed recommendations are implemented, it is possible for organizations to introduce a more efficient and just performance appraisal system that will promote the development of every individual but bring benefit to the company itself.

REFERENCES

- [1] "Study on the Customers' Attitude Towards the Purchase of Two Wheelers during Pandemic," *J. Contemp. Issues Bus. Gov.*, vol. 27, no. 3, Apr. 2021, doi: 10.47750/cibg.2021.27.03.309.
- [2] G. Ashok, K. Chandrika, and P. Revanth, "DESIGN AND IMPLEMENTATION OF ELECTRIC ASSISTED BICYCLE WITH ATTACHED DYNAMO," 2020. Accessed: May 11, 2025. [Online]. Available: <https://www.semanticscholar.org/paper/DESIGN-AND-IMPLEMENTATION-OF-ELECTRIC-ASSISTED-WITH-Ashok-Chandrika/4e77ca1c5a76abe4e931222cc3f0937888433539>
- [3] D. Krishna, "Study on Customer Preference towards Yamaha bike in Tirupathi city," 2020. Accessed: May 11, 2025. [Online]. Available: <https://www.semanticscholar.org/paper/Study-on-Customer-Preference-towards-Yamaha-bike-in-Krishna/19d09db79012a7fe5e8bb4906caab7f733137d53>
- [4] P. Shahare, "Consumer Buying Behavior Towards Two-Wheeler Scooters: With Special Reference to Nagpur City (Maharashtra, India)," *MKTG Consum. Decis. Mak. Search Top.*, May 2020, Accessed: May 11, 2025. [Online]. Available: <https://www.semanticscholar.org/paper/Consumer-Buying-Behavior-Towards-Two-Wheeler-With-Shahare/d6f08150f990eca99363c84c533e7b5d938028f8>
- [5] M. Jayaraj, "Buying Behaviour Questionnaire Of Two Wheelers," 2021. Accessed: May 11, 2025. [Online]. Available: <https://www.semanticscholar.org/paper/Buying-Behaviour-Questionnaire-Of-Two-Wheelers-Jayaraj/991421c01e795ad415f858b65b4825168cb8133c>
- [6] Department of Management Studies MASTER OF BUSINESS ADMINISTRATION Indian Institute of Information Technology, Allahabad and A. K. Jha, "A STUDY ON CUSTOMER'S PREFERENCE TOWARDS ROYAL ENFIELD BIKES," *INTERANTIONAL J. Sci. Res. Eng. Manag.*, vol. 08, no. 04, pp. 1-5, Apr. 2024, doi: 10.55041/IJSREM31154.
- [7] M. Shah, K. Pillai, and P. D. Chouhan, "A STUDY ON CONSUMER CHOICE TOWARD TWO-WHEELER BIKES THROUGH SOCIAL MEDIA MARKETING," 2023. Accessed: May 11, 2025. [Online]. Available: <https://www.semanticscholar.org/paper/%E2%80%9CA-STUDY-ON-CONSUMER-CHOICE-TOWARD-TWO-WHEELER-Shah-Pillai/ae3fc2a05375f1192fb6f19e10b22fb4c055def5>