



## Consumer Preference Analysis of Two-Wheelers in the Indian Market- With Reference to Hyderabad Region

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### Abstract:

The two-wheeler industry plays a vital role in the Indian transportation sector due to its affordability, fuel efficiency, and suitability for diverse road conditions. This study aims to analyze consumer preferences toward two-wheelers in the Indian market and identify the key factors influencing purchase decisions. The research examines variables such as price, fuel efficiency, brand image, design, performance, maintenance cost, resale value, and technological features. Primary data were collected through a structured questionnaire administered to a sample of consumers, while secondary data were sourced from industry reports and published literature. Statistical tools such as percentage analysis and ranking methods were used to interpret the data. The findings reveal that fuel efficiency, price, and brand reliability are the most significant determinants of consumer preference, followed by comfort, after-sales service, and availability of spare parts. The study also highlights growing consumer interest in environmentally friendly and technologically advanced two-wheelers. The insights derived from this research can assist manufacturers and marketers in formulating effective product development and marketing strategies to better meet consumer expectations in the competitive Indian two-wheeler market.

**Keywords:** Consumer Preference, Two-Wheeler Industry, Buying Behavior

## 1. INTRODUCTION

Consumer preference in Hyderabad's two-wheeler market hinges on factors like price, mileage, brand reputation (Hero, Honda leading), color, and spare parts availability, with increasing interest in electric vehicles (EVs) driven by tech and lower running costs, though initial cost and charging infrastructure remain hurdles. Demographics (age, income, gender) significantly influence choices, with strong demand across age groups, especially 21-40, and a mix of students, employees, and families seeking fuel efficiency, convenience, and style.

Key Preference Factors:

- Price & Value: Affordability, fuel efficiency (mileage), and low maintenance costs are crucial, especially for middle-income buyers.
- Brand & Reliability: Hero MotoCorp, Honda, and TVS dominate, with consumers trusting established names for service and parts.
- Features: Color, luggage space, and newer tech (for EVs) are important decision drivers.
- After-Sales: Easy spare parts availability, service camps, and quick repairs boost satisfaction.

Hyderabad Specifics:

- Demographics: A large base includes students (21-30 yrs), private employees (31-40 yrs), and various income levels, with males forming the majority of users.

- EVs: Growing interest in EVs, but challenges include high upfront cost, limited charging stations, and battery concerns.
- Usage: Two-wheelers are essential for daily commute, fitting into congested urban life.

#### Emerging Trends:

- Electric Two-Wheelers (EVs): Growing awareness, driven by environmental concerns, technology, and lower running costs, though affordability and infrastructure lag.
- Digitalization: Online sales and app-based services are becoming common.

#### Market Leaders (India-wide, impacting Hyderabad):

- Hero MotoCorp, Honda, TVS, and Bajaj Auto are major players, with Hero leading in overall sales.

In essence, buyers in Hyderabad seek a balance of affordability, performance, brand trust, and modern features, with a growing eye towards sustainable electric options, provided initial costs and infrastructure improved. This field blends insights from psychology, sociology, economics, and marketing to understand the "why" behind buying habits. At its core, consumer behavior looks at consumer behavior, Yamaha Motors, two-wheeler market, brand perception, purchasing decisions, marketing strategies, automotive industry, customer preferences, India. at three key stages: pre-purchase (what drives someone to consider a product), purchase (the decision-making moment), and post-purchase (how they feel about it afterward, like satisfaction or regret). Factors influencing these stages include personal preferences, cultural norms, social pressures, emotions, and even external triggers like advertising or word of mouth. For businesses, understanding consumer behavior is crucial—it helps them tailor products, craft effective marketing strategies, and predict trends. For example, a company might analyze why some people splurge on luxury goods while others hunt for bargains, or how online reviews sway a purchase. It's all about decoding the human side of buying.

## 2. REVIEW OF LITERATURE

- K. Gajalakshmi March (2024), In Tanjore district, Kumbakonam town was selected to study the consumer preference towards two-wheelers. It has become a daily routine for most of the people to spend one third of their time on the two-wheelers. Consumer preference towards two-wheelers specifies the choices, inclination and priorities that an individual prefer, when selecting a motor cycles. The main aim of the two-wheelers industry is to understand and cater to the consumer preferences in order to design and produce. Products that associate with market demand. In this study, the researcher makes an attempt to identify the factors influencing consumer decision making process and to identify competitive position of various brands of two-wheelers. And also, the researcher decided to give considerable points to develop market strategies, to improve existing models and introduce new features to endure in this cut throat competitive world.
- SRIDHAR M May(2022) There has been a tremendous increase in sale of two-wheeler vehicles in India in recent past due to fast economic growth. India is the second largest producer of two- wheelers in the world. Majority of Indians, especially the youngsters prefer motorbikes rather than cars. In India every month nearly 3-lakh motor cycles are sold. It is the world's second largest manufacturer of motorcycles after China and there are eight key players in the Indian markets that produced 13.8 million units in 2010-11.
- Anshul Kumar The Indian two-wheeler industry since its beginning, has evolved many folds in technology and, in the numbers being manufactured and produced. It has seen tremendous growth in about half a century, in comparison to other countries where two-wheelers are a major component of transportation. The inception of the industry dates to 1955, when the first '350 cc Bullet' bikes were commissioned by the Indian army. The rough terrains and harsh conditions with narrow passage-ways needed strong motorcycles for the

Western and Northernmost regions of India. These bikes were manufactured by the 'Royal Enfield' company of the United Kingdom and assembled in Chennai. The three segments of motorized two-wheelers are Motorcycles, Scooters and Mopeds. As an overview, the increase in sales volume of this industry is proof of its high growth. In 1971, sales were around 0.1 million units per annum

- Manju M June(2018) Consumer buying behaviour is significant concept in the marketing. Consumer are the back bone of any business and its buying activity take very important role in the present market condition. The consumer behaviour is affected by social, individual and personal factors. The study on consumer buying behaviour towards two wheelers at Rubby Maratt motorcycles. This research is conducted with the help of questionnaire and it also filled by 50 respondents, this study report is based on 4 questions. The company found the barriers for customer and what are the factors mainly influence consumer to buy this bike.
- Simran Hansda February(2025) The main objective of this paper is to study consumer behaviour towards two-wheelers among the youth. In addition, it focuses on the decision-making process involved in considering and purchasing two-wheelers. A total of 105 youths of Dumka district, Jharkhand constitutes the study sample. A questionnaire was prepared for this study. The results of the study indicated that the majority of the respondents were bike owners. Mileage and its features were the two most important factors considered by youth when purchasing two-wheelers. Most of the respondents expressed satisfaction with the company's after-sales service. The majority of the respondents purchased their two-wheelers in cash, and the most important external factor influencing respondents' decisions to buy two-wheelers was brand image.
- Mr. Amit Deshmukh (2021) Prior to globalization, TELCO, Bajaj Auto, Kinetic, and Mahindra established their operations in and around Pune. Following globalization, various multinational corporations (MNCs) such as Mercedes India Ltd, Ford, and India Kawasaki Motors established operations in and around Pune. These automobile industries have established producers of vehicle components in this area. Pune is home to the Automobile Research Association of India (ARAI).
- Diwakar Raj S (2022) India is the largest manufacturers of two wheelers in the world. Two wheeler Industry constitutes more than 80% of the total automotive manufacturing in India. Two wheelers are preferred choice of transport due to various perception of the users like time saving, less fuel consumption, parking issues etc. Since Customer's perception towards Two wheelers contributes major reason for its sales, a study is conducted with the Primary objective of finding the customer perception towards two-wheeler Industry among different brands manufactured by Hero motor corp, Honda motorcycles and scooters, TVS, Bajaj Auto, Royal Enfield, Yamaha and Suzuki. The study is conducted among the customers in Chennai region and 200 samples were chosen to conduct the survey. Various tools like weighted average, Chi square and Multiple Regression were used to analyse the data collected among the customers.
- R. BARANI KRISHNA KUMAR May (2013) This report analyzes the worldwide markets for Motorcycles, Scooters and Mopeds in Thousand Units by the following Product Segments: Motorcycles, Scooters, and Mopeds. The report provides separate comprehensive analytics for the US, Canada, Japan, Europe, Asia-Pacific, Latin America, and Rest of World. Annual estimates and forecasts are provided for the period 2010 through 2018. A six-year historic analysis is also provided for these markets. The report profiles 105 companies including many key and niche players such as Bajaj Auto Limited, BMW Group, China Jialing Industrial Co. Ltd., Ducati Motor Holding, Harley-Davidson, Inc., Hero MotoCorp Limited, Honda Motor

Co., Ltd, Honda Italia Industriale., Honda Motorcycle & Scooter India (Private) Ltd., S&T Motors Co. Ltd., Kawasaki Heavy Industries Ltd., Piaggio, Suzuki Motor Corporation, Triumph Motorcycle Limited, Yamaha Motor, MBK Industrie SA, and Yamaha Motor India Private Limited. Market data and analytics are derived from primary and secondary research. Company profiles are primarily based upon search engine sources in the public domain.

- Muniganti Praveen (2015) In Warangal district, hanamkonda town was selected to find the consumer preference towards selected bike. The most important job of marketers is to "think of consumers" and to guide companies and nonprofit organizations into developing offers that are meaningful and attractive to target consumers. To find the consumer factors which influence them to buy the particular brand of bike and their level of satisfaction about the usage of bike. Global demand for motorcycles is expected to advance to 6% annually to 59 million units by 2011 to now. The Indian two wheeler industry began a modest start in the 1950's and witnessed spectacular growth over the last 5 years. Bikes constitute 80% of the two wheelers sold every year.
- RAVISH B P (2022) As a vital means of mobility in underdeveloped nations, the research delves at the purchasing habits of young people in relation to two-wheelers. The two-wheeler market is mostly dominated by the young population, which is often characterized as persons aged 18-30. Finding out what matters most to them when making a purchase and how those elements interact to form their preferences is the primary goal of this study. The research focuses in on how people think about and ultimately decide to buy Bajaj two-wheelers. The success of two-wheeler marketing campaigns is highly dependent on the happiness of buyers. An individual's degree of participation in decision-making, the significance of a product in a certain context, and the intensity of interest in a product in a given action are all indicators of consumer behavior. Consumer behavior refers to the study of how people and organizations seek to fulfill their needs and wants via the selection, acquisition, and use of products and services.
- Boya Shamili August 2021 Consumer behavior is defined as all psychological, social and physical behaviors of potential customers as they become aware to evaluate, purchase, consume and tell others about products and services. Consumer behavior is the study of when ,why, how where and what people do or not buy products.
- Dr. A Jaganathan May (2021) The automotive industry in India is one of the largest in the world and one of the fastest growing globally. India manufactures over 18 million vehicles (including 2 wheeled and 4 wheeled) and exports more than 2.3 million every year. It is the world's second largest manufacturer of motorcycles; there are eight key players in the Indian markets that produced 13.8 million units in 2017-18. The Indian two-wheeler industry has come a long way since its humble beginning in 1948 when Bajaj Auto started importing and selling Vespa scooters in India. Since then, the customer preferences have changed in favor of motorcycles and gearless scooters that score higher on technology, fuel economy and aesthetic appeal, at the expenses of metal-bodied geared scooters and mopeds. These changes in customer preferences have had an impact on the fortunes of the players. The erstwhile leaders have either perished or have significantly lost market share, whereas new leaders emerged.
- S. Diwakar Raj December (2020) The present study is consumer-oriented in nature, pertaining to the preference of the consumers in Chennai City. It focusses on certain objectives and based on survey method. The main purpose of the study is to know the Factors Influencing the Purchase the Two-Wheeler and

Expectation of the Consumers in Purchase of Two wheeler. Majority of the consumers prefer comfort, good after sales service, and smooth suspension. Based on these factors, consumers prefer the two wheelers. So, it is suggested from the research survey that the companies should often conduct a research survey to know the consumers' preferences. If the companies identify the preference factors, they can easily compete, and also improve their sales.

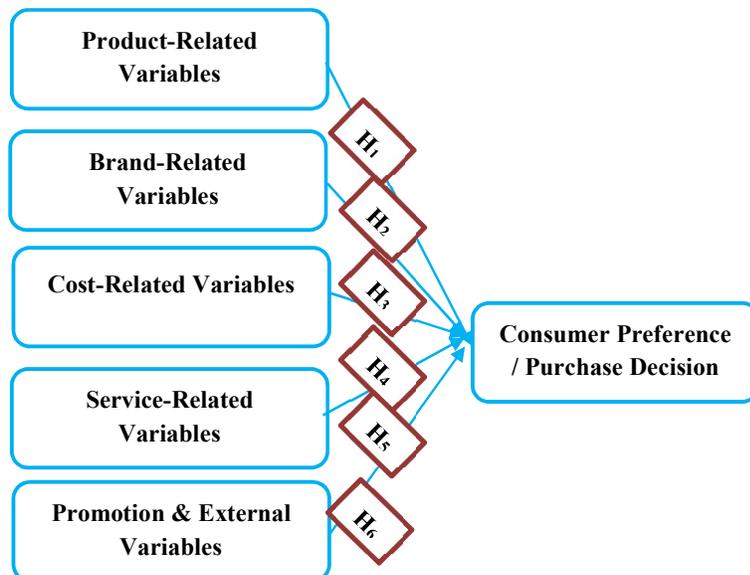
- V Sudhir (2020) The global two-wheeler market has witnessed a consistent trajectory of growth in terms of technological advancements and rising market penetration. Earlier, the industry was predominantly manufacturer-driven, where product offerings were largely based on internal capabilities aimed to satisfy customer expectations. Over time, a paradigm shift occurred where manufacturers increasingly aligned their product development strategies to the evolving customer needs. In recent years, however, these needs have become markedly dynamic, necessitating a deeper understanding of the factors influencing consumer purchasing decisions. This study endeavours to elucidate the determinants of two-wheeler purchase behaviour using bibliometric analysis. A total of 460 scholarly articles, published between 2011 and 2025, were retrieved from the Scopus database. Using guidelines of PRISMA, a systematic screening of 460 articles was done to select 44 relevant articles for analysis.
- Miss. Mitali Sudhir Ghotikar (2022) Consumer buying behavior is an in-depth study and understanding consumer decision making process. It studies the factors and traits of individual consumer such as demographic and behavioral variable and to understand the need, wants and desire of the consumers. The two-wheeler industry in India has shown a steady growth over the past decade. Any organization needs to know the motives and reasons why the consumer differs in choice from each other in buying products and services. This research paper aims to identify various factors that influence the consumer buying behavior of the two-wheeler scooters in Baroda city (Gujarat, India). The survey conducted for this study mainly focuses on the reasons and criteria followed by consumer for buying two-wheeler scooters. This study is based on a primary data collected from the questionnaire survey conducted among 118 two-wheeler users in Baroda city. The researcher has used percentage analysis for assessing demographic profile of the respondents, factors while purchasing two-wheelers is analyzed using Likert's scaling technique and reasons for buying two-wheeler scooter is analyzed using Garret ranking method.
- Sreeja (2024) This article aims to attempt to analyze the customer preference and satisfaction of electric two-wheelers in Calicut City, Kerala, by adopting a quantitative analysis approach. The article would most basically examine the interactions between price, perceived value for money, and charging infrastructure availability as a determinant of purchase intention and performance satisfaction. The data for this study was collected using a structured questionnaire from a sample of 248 respondents. The article has provided a strong positive correlation between electric two-wheeler prices and purchase intentions, which suggests that price impacts the propensity of customers to buy. Likewise, the charging infrastructure availability has a positive effect on performance satisfaction, highlighting the role of infrastructure in shaping customer perception. The study also reveals that the link between price and purchase intention is mediated by perceived value for money, highlighting the significance of customer perceptions in the decision-making process. These findings address important aspects influencing consumer behaviour and offer useful insights for industry stakeholders and politicians looking to encourage the adoption of electric cars.
- Kottala Sri Yogi (2015) This research paper investigates the level of product quality based on the dimensions of quality. Customers' priorities when purchasing a two wheeler have been analysed for different manufacturers using a structured questionnaire. This study uses both an empirical and a fuzzy logic approach to accomplish the research objectives. Among the different brands that are available in the Indian two wheeler market, customers have given priority to high trade-in value, power to climb hilly areas, ease of modification,

availability of many accessories, and high pick up during overtaking. This research highlights the effect of high trade value on performance, an effective braking system effect on reliability, and engine life on durability; among two wheeler customers, a two wheeler's conformance to specifications has a positive relationship with lower maintenance during the purchasing process.

- Deepankar Shakya Dec (2025) 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.
- Mr. Debasis Tripathy (2013) This study is based to identify the factors that influence the consumer buying behavior of the two-wheeler Bikes at Allahabad, Lucknow and Varanasi cities of Uttar Pradesh. The survey is mainly focused on the buying behavior of the consumer that motivates them to purchase the two-wheeler bikes.
- Boya Shamili (2021) Consumer behavior is defined as all psychological, social and physical behaviors of potential customers as they become aware to evaluate, purchase, consume and tell others about products and services. Consumer behavior is the study of when ,why, how where and what people do or not buy products.

### 3. RESEARCH METHODOLOGY

- **Conceptual Model:**



- **Statement of the Problem:**

The Indian two-wheeler market is one of the largest and most competitive automobile segments, driven by increasing urbanization, rising income levels, and the need for affordable personal transportation. Consumers today are presented with a wide variety of two-wheeler brands and models differing in price, fuel efficiency, design, technology, and performance. Additionally, changing fuel prices, growing environmental awareness, and the emergence of electric two-wheelers have further complicated consumer purchase decisions. Despite the rapid growth of the industry, manufacturers and marketers face challenges in clearly understanding the factors that influence consumer preferences and buying behavior. The lack of precise insights into consumer expectations, brand perception, and decision-making criteria may lead to ineffective marketing strategies and product offerings. Therefore, there is a need to systematically analyze consumer preferences toward two-wheelers in the Indian market to identify the key determinants influencing purchase decisions and to provide actionable insights for industry stakeholders.

- **Research Gap:**

Existing literature on the Indian two-wheeler market has primarily focused on general consumer buying behavior, brand preference, and the impact of price and fuel efficiency on purchase decisions. While these studies provide useful insights, they often rely on limited demographic segments or specific geographic locations, thereby restricting the generalizability of findings. Moreover, many studies emphasize traditional internal combustion engine two-wheelers, with relatively less attention given to emerging trends such as electric two-wheelers, advanced technological features, and increasing environmental consciousness among consumers. Additionally, there is a lack of integrated analysis that simultaneously considers product attributes, brand-related factors, after-sales service, and demographic influences on consumer preference.

**Objectives of the Study:**

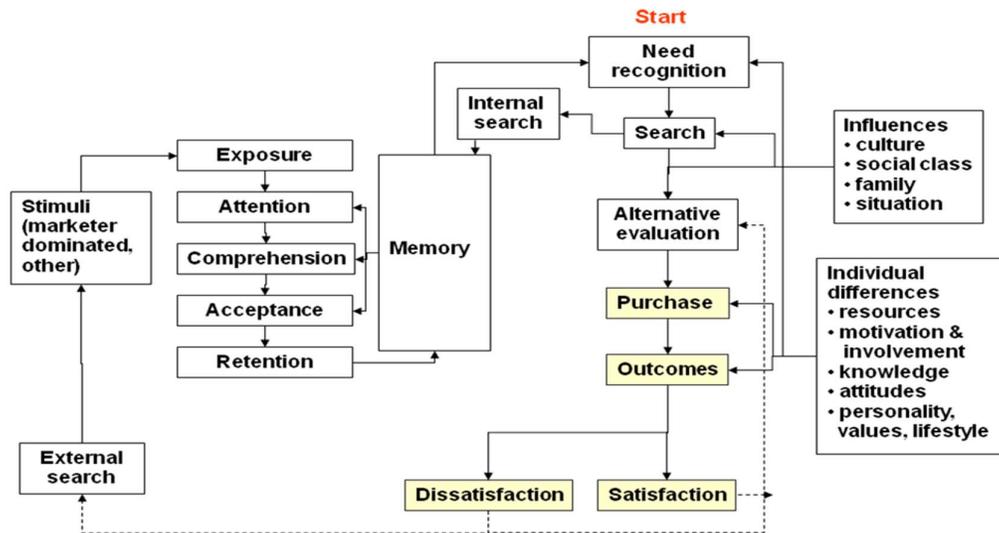
- To identify the key factors influencing consumers' purchase decisions for two-wheelers.
- To examine the impact of price, fuel efficiency, brand image, and performance on consumer preference.
- To study the role of after-sales service, maintenance cost, and resale value in shaping buying behavior.
- To analyze brand preference among consumers in the two-wheeler segment.

**Hypothesis of the Study:**

- H<sub>01</sub> (Null Hypothesis): There is no significant relationship between price and consumer preference for two-wheelers.
- H<sub>11</sub> (Alternative Hypothesis): Price has a significant relationship with consumer preference for two-wheelers.
- H<sub>02</sub>: Fuel efficiency has no significant influence on consumer preference for two-wheelers.
- H<sub>12</sub>: Fuel efficiency significantly influences consumer preference for two-wheelers.

## **4. RESULT & DISCUSSION**

Complete model of consumer behavior



**Table 1: Socio-Economic Profile of Consumer Preference, Hyderabad, Telangana.**

SI No	Category	Specification of Respondents		Number of Respondents	Percentage of Respondents (%)
		Male	Female		
01	<b>Age Specification</b>				
	10-20	10	05	15	7.5
	21-30	25	15	40	20
	31-40	15	18	33	16.5
	41-50	14	10	24	12
	51-60	36	22	58	29
	61- Above	20	10	30	15
	<b>Total</b>	<b>120</b>	<b>80</b>	<b>200</b>	<b>100</b>
02See	<b>Gender</b>				
	Male	58	72	130	65
	Female	42	28	70	35
	<b>Total</b>	<b>100</b>	<b>100</b>	<b>200</b>	<b>100</b>
03	<b>Qualifications</b>				
	SSC	4	6	10	2
	Intermediate	12	8	20	10
	Graduation	40	30	70	35
	Post Graduation	38	30	68	34
	Professional Degree	8	4	12	6
PhD	12	8	20	10	
	<b>Total</b>	<b>114</b>	<b>86</b>	<b>200</b>	<b>100</b>
	<b>Occupation</b>				
	Agriculture	13	10	23	11.5
	Business	27	20	47	23.5

<b>04</b>	Consultancy	8	4	12	6
	Government Job	17	4	21	10.5
	Private Job	16	20	36	18
	Retired Employees	4	0	4	2
	Politician	7	10	17	8.5
	Student	32	8	40	20
<b>Total</b>		<b>124</b>	<b>76</b>	<b>200</b>	<b>100</b>
<b>05</b>	<b>Income Specification</b>				
	Below 10,000	20	15	35	15.5
	10,000-20,000	13	10	23	11.5
	20,000-30,000	18	15	33	16.5
	30,000-40,000	14	10	24	12
	40,000-50,000	33	20	53	26.5
	50,000-1,00,000	6	8	14	7
	1,00,000 and above	10	8	18	9
<b>Total</b>		<b>114</b>	<b>86</b>	<b>200</b>	<b>100</b>
<b>06</b>	<b>Marital Status</b>				
	Single	86	22	108	54
	Married	50	42	92	46
	Others	0	0	0	0
<b>Total</b>		<b>166</b>	<b>34</b>	<b>200</b>	<b>100</b>
<b>07</b>	<b>Size of a Family</b>				
	Up to 2	36	20	56	26
	02-04	18	20	38	19
	04-06	14	20	34	16
	06-10	40	32	72	36
<b>Total</b>		<b>108</b>	<b>92</b>	<b>200</b>	<b>200</b>
<b>08</b>	<b>Account Type</b>				
	Current Account	23	10	33	16.5
	Savings Account	50	27	77	38.5
	Deposit Account	30	14	44	22
	Loan Account	30	16	46	23
<b>Total</b>		<b>133</b>	<b>67</b>	<b>200</b>	<b>100</b>

**Interpretation:**

Above Table shows that the socio-economic profile of the selected Internet banking users in Hyderabad region of Telangana state. In this profile include Age, Gender, Qualification, Occupation, Salary, Type of Account, Marital and Family members. 16.5 % of customers are age between 31-40 age group holders. 35% of people are graduated. 23.5% are doing business. 54% are married people. 36% are big family sized. 38.5% are having Saving bank account.

**Table 2: Consumer Preference, Hyderabad Region, Telangana.**

SI No	Various Types of Security Used by the Axis Bank	Parameters									
		Strongly Agree		Agree		Neutral		Disagree		Strongly Disagree	
		Age	%	Oc	%	In	%	MS	%	AD	%
01	Price	69	34.5	52	26	38	28	14	12	27	13.5
02	Fuel Efficiency (Mileage)	52	26	69	35.5	14	12	38	19	27	13.5
03	Engine Performance	68	34	53	26.5	40	20	14	12	25	12.5
04	Design & Style	40	20	68	34	53	26.5	25	12.5	14	12
05	Comfort & Safety Features	52	26	69	35.5	14	12	38	14	27	13.5
06	Maintenance Cost	69	34.5	52	26	38	29	14	12	27	13.5
07	Spare Parts Availability	68	34	53	26.5	40	20	14	12	25	12.5
08	Resale Value	40	20	68	34	53	26.5	25	12.5	14	12
09	Brand Image	40	20	68	34	53	26.5	25	12.5	14	12
10	Brand Reputation	68	34	53	26.5	40	20	14	14	25	12.5

**Interpretation:**

The table shows consumer responses categorized under Strongly Agree (SA), Agree (A), Neutral (N), Disagree (D), and Strongly Disagree (SD) for various purchase factors. Percentages indicate the proportion of respondents selecting each option.

1. Price

- Strongly Agree (34.5%) + Agree (26%) = 60.5% of respondents consider price as an important factor.
- Only 12% disagreed.
- Interpretation: Price is a significant determinant in the purchase decision, with the majority of consumers valuing affordability.

2. Fuel Efficiency (Mileage)

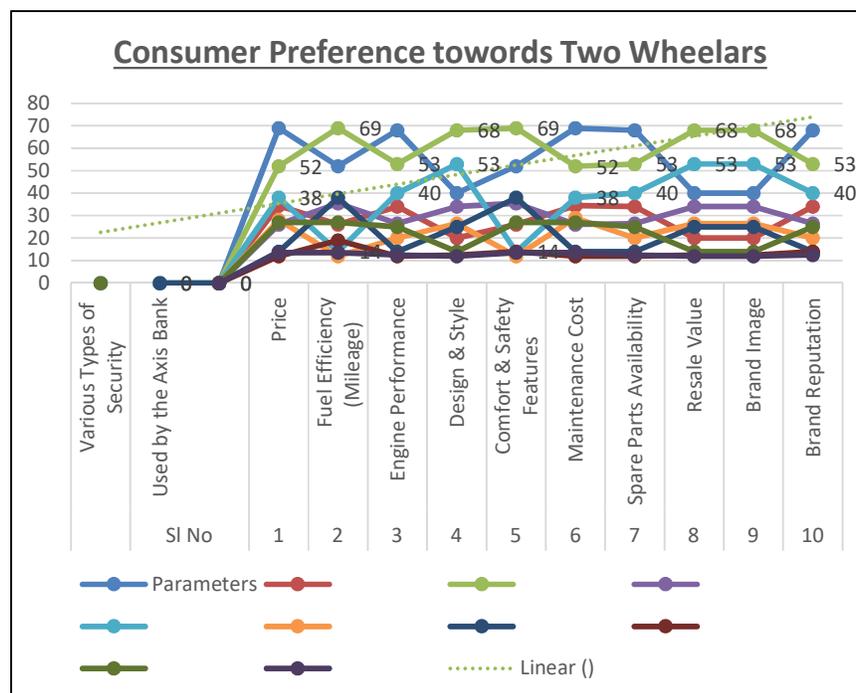
- Strongly Agree (26%) + Agree (35.5%) = 61.5%.
- Disagree (19%) + Strongly Disagree (13.5%) = 32.5%.
- Interpretation: Fuel efficiency is highly important for consumers, reflecting cost-conscious behavior, but some users may prioritize other factors over mileage.

3. Engine Performance

- Strongly Agree (34%) + Agree (26.5%) = 60.5%.
- Only 12% disagreed, Neutral 20%.
- Interpretation: Engine performance is a critical factor, with most consumers giving importance to reliability and power.

4. Design & Style

- Strongly Agree (20%) + Agree (34%) = 54%, slightly lower than functional attributes.
  - Interpretation: While style matters, functional and economic considerations (price, fuel, engine) are more influential.
5. Comfort & Safety Features
- SA + A = 61.5%, similar to fuel efficiency and engine performance.
  - Interpretation: Comfort and safety are increasingly important, indicating consumer awareness of ergonomics and safety standards.
6. Maintenance Cost
- SA + A = 60.5%.
  - Interpretation: Maintenance cost is a major concern, especially in India where running costs affect brand choice.
7. Spare Parts Availability
- SA + A = 60.5%, consistent with maintenance cost.
  - Interpretation: Availability of spare parts influences purchase, reflecting consumer desire for hassle-free ownership.
8. Resale Value
- SA + A = 54%, slightly lower than other functional factors.
  - Interpretation: Resale value is important but secondary to price, fuel, and engine performance.
9. Brand Image
- SA + A = 54%, same as design and resale value.
  - Interpretation: Brand perception is moderately influential; consumers care about reputation but not as much as economic factors.
10. Brand Reputation
- SA + A = 60.5%, similar to engine performance and maintenance.
  - Interpretation: Reputation matters significantly, especially for long-term reliability and trust in service.



## 5. CONCLUSION

The study concludes that consumer preference in the Indian two-wheeler market is influenced by a combination of economic, product-related, and brand-related factors. Price and fuel efficiency emerge as the most critical determinants of purchase decisions, reflecting the cost-conscious nature of Indian consumers. Brand image, reliability, and performance also play a significant role in shaping consumer trust and long-term preference. Additionally, after-sales service, maintenance cost, and availability of spare parts are important considerations, particularly in sustaining customer satisfaction. The findings further indicate a growing awareness and interest in technologically advanced and environmentally friendly two-wheelers, including electric models, although traditional petrol two-wheelers continue to dominate consumer choice. Overall, the study highlights the need for manufacturers and marketers to adopt customer-centric strategies by offering value-for-money products, strengthening service networks, and aligning innovations with evolving consumer expectations in order to remain competitive in the Indian two-wheeler market.

## FURTHER SCOPE:

- Geographical Expansion: Future studies can focus on different regions of India or compare urban and rural consumer preferences to identify regional variations in two-wheeler purchasing behavior.
- Electric and Hybrid Two-Wheelers: With growing environmental awareness, research can be extended to study consumer preference specifically for electric or hybrid two-wheelers.
- Impact of Digital Marketing: Future research can analyze how social media, online reviews, and digital advertisements influence consumer buying decisions in the two-wheeler segment.
- Longitudinal Studies: Conducting long-term studies can help understand changing consumer preferences over time, especially with evolving technology and government policies.
- Segment-Specific Analysis: Research can be done focusing on specific demographics such as students

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