



A Study on Consumer Decision Making Toward Two-Wheeler through Social Media Marketing

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ABSTRACT

The term "influencer" refers to a person or group of individuals who are able to sway other people's purchasing decisions and encourage them to acquire the product or service they want. Almost every transaction we make nowadays is impacted in some way or another by one or more other individuals. In order for a marketer to be more effective and personalised in his marketing efforts, he or she has to know who has the most impact on clients' purchasing decisions for a given product or service. Accordingly, in light of this backdrop, this research aims to examine and identify the primary factors that impact the purchase of two-wheelers. Consumers' socio-economic status has an impact on these influences, as well, according to this research. A questionnaire survey of 681 two-wheeler riders in Malappuram district of Kerala was used in this research. We've relied on statistical tests like the Friedman test and multiple correlation to help us make sense of the data we've gathered so far. The results of this survey will help manufacturers and dealers of two-wheelers find the characteristics or individuals that consumers regard to be the most dependable and highly influential in their choosing of two-wheeler brands or models. Redefining marketing tactics in a customer-centric way and selecting the proper strategy will be made easier by this study's results, which are expected to help marketers.

INTRODUCTION

Making a decision is a process of deciding which option is the best out of the many that are accessible. Making a decision is what it means. Making a choice between two or more options is what Stephen P. Robbins calls "decision making," according to him. Decision making is defined by BusinessDictionary.com as "the cognitive process of picking a logical choice from the given possibilities." " It is said that "decision making is the process of adequately decreasing ambiguity and doubt about various options to enable a fair choice to be made from among them. This is a quote by Robert Harris. As a rule of thumb, the best way to make an informed choice is to thoroughly examine all of the available options/alternatives and then anticipate the outcomes of each one.

Robert Harris identifies three primary categories of choices.

The yes/no, either/or choice that must be made before moving on with the choosing of an alternative is known as a decision whether.

Is a two-wheeler a good investment. Is a two-wheeler a must-have for me at this point? Second, there are decisions in which one or more alternatives are selected from a collection of possibilities, and each alternative is judged on how well it meets preset criteria.

For example, which two-wheeler brand should I purchase. What kind of vehicle should I purchase. If certain pre-determined criteria or circumstances are met, the choice is made to proceed in a certain direction based on that outcome.

A two-wheeler purchase is in the works if I am awarded a bonus this year. In the event that I get a raise this month, I plan to purchase a sports bike or a scooter.

Making a decision

Individuals that engage in the purchasing decision making process are known as the Decision-Making Unit (DMU). Players in this process include the initiators and gatekeepers as well as the purchasers, the decision makers, the users, and the influencers.

Influencers

Those who may influence a consumer's choice to buy a product or service are known as influencers. They might be experts who provide recommendations based on their own personal experiences and understanding of goods and services. A two-wheeler dealer/salesperson or two-wheeler mechanics, car consultants or other experts might influence a buyer's choice by providing professional advice. People you meet at trade exhibitions or other casual meetings may also have a significant impact on your career path.

Two-wheeler purchase decisions are heavily influenced by the following factors:

Family members may have a significant impact on a child's development.

From a safety pin to durable goods, the family is the largest customer and the primary decision-making unit when it comes to consumer goods purchases. All members of the family do not, however, have an equal say in making decisions. When making a purchase, it is important to consider the attitude and role of each member of the family in order to ensure that each member of the family is handled appropriately. For a more complete image of customers and to increase sales, a marketer must accurately identify the most probable users and buyers of a product or service.

There are three types of family members.

Husband or wife
Second, the parents (Father/Mother) of the children

Children

It all comes down to who pays for what, who uses it, and how much power each family member has. However, in most circumstances, the final choice will be the result of all three players working together, regardless of their individual contributions.

Spouse

As a rule of thumb, the husband and/or wife have a major part in making purchases on behalf of the family. Depending on the kind of goods or service consumers want to acquire, however, their influence and power may shift accordingly. Husband dominance, woman dominance, and combined dominance are all types of husband and wife influence. When it comes to things like cooking utensils,

The wife seems to have a significant influence in the purchase of household appliances, cutlery, and other FMCG products. Most of the time when purchasing a two-wheeler, a vehicle, or a laptop, the spouse takes the lead. When it comes purchasing large-ticket products like a home or villa, refrigerators, televisions, air conditioners, and so on, it's common for the whole family to weigh in. However, in other cases, the major role is played by the financier, whether he or she is the husband or the wife. He/she establishes a budget, and then all family members get together to make final choices.

Children

According to certain studies in the United States, the purchasing choice is mostly made by youngsters when it comes to the purchase of products such as sweets and chewing gum as well as other things such as gift items and snacks as well as fast food as well as clothing, music systems and CDs. Buying for the family as a whole has less of an impact since it is more expensive, and children have less of an impact on products that are used by the family as a whole. In addition, we can see that children's effect on family buying decisions grows with their age. Teenagers and those who have just passed their adolescent years are being given greater responsibility in making purchasing decisions. Teenagers have a voice in family decisions, according to recent research in the United States. As children become older, so does the trend in India of including them more and more in the purchasing process. Children in this age bracket may have greater access to the most recent information about goods and services through television, the internet, and social media.

Teenagers and even post-teenagers rely heavily on their parents for information and direction when making purchasing decisions, as shown by several studies on the subject. When it comes to expensive products, children are more likely to turn to their parents for assistance than they are to turn to their social group. The buyer will benefit from the knowledge and experience of the buyer's parent or mother when buying a certain product line. The involvement of the parents in the purchase of inexpensive goods like as notebooks, text books, pens, movie tickets, snacks, clothing, and to some

extent, mobile phones is limited to approving the amount of money needed for the purchase. It's a different storey, though, when it comes to the purchase of expensive goods like two-wheelers and laptop computers as well as admittance to specialised courses and purchases for weddings and other special events.

As a result, it's easy to see how the responsibilities of different family members vary based on factors like age, gender, stage of life in the family, product consumption, product user, and, of course, product cost. The family's financial situation, as well as the status of individual family members, has a stronger impact on the family's buying choice.

Influencers outside of the immediate family.

This decision isn't just influenced by one's family members, but also by a wide range of external factors that include family members' recommendations as well as the opinions of friends and other family members, as well as the opinions of other two-wheeler users and mechanics. Finally, there are the internet and social media to consider.

Friends, acquaintances, family members, and coworkers

Regardless of the product category or price range, several studies have shown that friends and peers play a significant role in influencing consumers' purchasing decisions. Friends and peer groups have a higher impact on the final choice of the customer whether it comes to purchasing a mobile phone or a vehicle. Two-wheeled vehicles are more susceptible to the influence of their classmates and friends than other modes of transportation. "Peer influence has an impact on the purchasing behaviour of the two-wheeler customers," say Anand Christopher and Franklin John. Specifically, buyers are between the ages of 18 and 35.

People in their 40s and 50s are impacted greatly by their peers. The two-wheeler buyers are also identical in terms of their amount of peer influence. According to Velumani's (2018) research, friends are the most reliable sources of information when it comes to word-of-mouth advertising. The impact of friends in the purchase of motorcycles is more important than that of family members, relatives, and others, according to Viswaprakash and Arunkumar(2018). " " According to TauseefAhamed (2017), "buyer's family and friends impacted more in purchase choice of bicycles." Relatives and co-workers of the consumer also have a significant impact on their purchasing decisions, but not to the same extent as friends and peers.

In the Media

Two-wheeler buyers nowadays are heavily influenced by television and newspaper reviews, sponsored programmes, and articles. Numerous Indian television stations now air more than 30 automotive-themed programmes that cover everything from road testing to off-roading to examining the cars' purely aesthetic and technical attributes. Many of these shows' regular viewers base their purchasing choices in part on the information they get from them. A dedicated page or column dedicated to vehicle news is now commonplace in most publications. In these pages/columns, they used to provide information on car debuts, sales data, forthcoming vehicle models, substance of corporate reports, reviews of recent models, customer comments, etc. In certain publications, these articles and pages have been expanded to special supplements and specialised automobile magazines throughout time. These studies and articles keep readers up-to-date on the newest changes in the automotive sector, which influences their purchasing decisions.

Dealers

Two-wheeler buyers rely heavily on the advice of dealers when making a buying choice. Dealers at two-wheeler showrooms may provide customers with an abundance of information on the two-wheeler brands and models they sell, and those who are interested in purchasing a two-wheeler can do so. They may get all the information they need from dealership sales representatives, who can tell customers about the various models' features, prices, advantages, and deals, as well as financial options and how to make a purchase. Customers may also view, touch, feel, and even take a test drive of the many two-wheeler types in order to have a better understanding of the vehicles. The buyer's psychological reaction to getting up close and personal with various two-wheeler brands and models may have an impact on his ultimate two-wheeler pick.

Workers in the motorcycle and two-wheeler fields

Automobile technicians are becoming the go-to experts for advice on vehicle purchases.

Mechanics will be well-versed on the advantages and disadvantages of various car brands and models because of their frequent contact with them.

Automobile technicians' opinions and advice are increasingly sought after by prospective buyers of all sorts of vehicles these days. They believe that technicians are the best source of accurate and dependable knowledge on automobiles, which in most instances turns out to be more or less correct. To encourage people to buy their brand, certain automotive firms have begun rewarding technicians who provide positive comments about their automobiles.

Internet

"Internet in India 2015" reports that there has been a massive growth in the number of consumers using the internet to research the things they want to buy. With regards to two-wheeled vehicles, there is a growing trend among potential buyers to use the internet to gather information on the vehicle's specifications.

user reviews, test drive reports, etc. are all factors to consider. More than the two-wheeler manufacturers' own websites and social media pages, several other websites and portals are now available to assist clients in this regard.

Nearly half of car customers now use the ROPO (research online, purchase offline) strategy, according to recent digital trends study. Contrast this with two decades before, when only family and friends knew about companies and items. Social media technologies like Facebook, Twitter, and others emerged alongside Google as a means of sharing information about businesses and goods. As a result, the choice to buy was influenced by more than simply family and friends. When it comes to making a purchase, today's customers have significantly more information at their fingertips, and the free flow of information is encouraging them to make an educated decision. Increasingly, people are doing extensive research and comparisons before purchasing ROPO.

Exiting Clients

To receive the most accurate feedback or review of a product, go to those who have actually used it. That holds true for two-wheeled vehicles as well. Due to the fact that they are frequent users, they are familiar with the advantages and disadvantages of a certain two-wheeler brand or model. In order to avoid spending time and money on other sources, a person planning to acquire a two-wheeler might directly contact current two-wheeler owners and obtain the most accurate and unprejudiced information from them.

Positive Reputation Building

Word of Mouth Marketing is a kind of advertising in which a pleased consumer recommends a product or service to others. It's a free type of advertising in which happy consumers spread the word about how much they love a company, product, or service to their friends and family. 92% of customers trust recommendations from friends and family more than any other kind of promotion, according to a Nielsen study. Word of mouth, according to a recent survey of marketing experts, is the most successful marketing method. In this case, a person's own experience or what he acquired from another person may both be used. A potential buyer of a two-wheeler may use this word-of-mouth advertising while out and about to help guide their purchase choice.

A customer's previous encounters

"Experience is the finest guru," according to a well-known adage. Everything we do in the present is shaped by the lessons we've learned in the past. Additionally, a customer's prior purchases might influence his current purchasing choice. In this context, previous two-wheeler purchases, whether for oneself or for someone else, have a significant influence on a person's choice to purchase a new two-wheeler. He assesses his previous purchase and uses it as a reference to help him with the new one.

To find out which of these influencers has the most effect on client purchasing decisions for two-wheelers, this research will examine the relative weights given to each of these factors.

Bibliometric Study

"Influence of Peer in Purchase Decision Making of Two-Wheelers: A Study Conducted in Coimbatore" by Anand Christopher J and Franklin John S attempted to find out the significance of peers on the purchasing behaviour of Two-wheelers for purchasers in and around the city of Coimbatore in

their study. There were 85 two-wheeler purchasers who were selected for the research using a suitable sampling method. One-Way ANOVA, F-test, and Turkey's test were used to examine the data. The outcomes of the research showed that peer influence had an impact on the purchasing habits of the participants. The people who buy two-wheelers. In the past, customers would do a market study before making a purchasing choice. They will have the inclination to read and refer before any choices are made before the buying decision is made. With relation to their amount of peer influence, two-wheeler customers remain uniform.

The vehicle sector in India's two-wheeler category is the largest and most profitable of all segments. One may choose from a variety of different types of motorcycles and scooters. For a number of reasons, the consumer's choice and preference for purchasing two-wheeled vehicles has recently shifted from bikes to scooters. Scooters and bikes make up a significant portion of the two-wheeled vehicle market. Consumers have a broad variety of two-wheeler brands to choose from, and two-wheeler firms must do a better job of meeting their customers' requirements and desires in order to survive in today's competitive market. More and more young Indians are choosing motorcycles over four-wheelers. The scooter is the most common mode of transportation in many parts of India because of its low cost, ease of use, and convenience of driving.

Consumer behaviour is the study of how people shop, where they shop, what they shop for, and when they shop. Customer Behavior is the study of consumer behaviour in the context of marketing. When attempting to understand consumer behaviour, it is necessary to draw on the expertise of two main schools of psychology. The first is Cognitive Psychology, which examines all of a person's actions that are connected to their knowledge. Aspects of cognitive psychology such as attention, perception, memory, and decision-making have a significant influence in consumer behaviour. Social Psychology is a second psychological science that contains hypotheses to explain consumer behaviour. Personality, attitude, motivation, and behaviour impact and are influenced by groups are all studied in this course.

Buyers begin the purchasing process when they realise that they have an issue or requirement. There are several ways to stimulate this urge, including internal or external triggers (e.g. a sense of hunger or thirst). He also asserts that a customer who has been angered and has realised that there is an issue would be more likely to seek out further information.

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The vehicle industry in India's two-wheeler sector accounts for the most sales and the most revenue. Scooter, bike, and moped all fall under this category. For a number of factors, consumers' preferences for two-wheeled transportation have shifted from bikes to scooters in recent years. Scooters and bikes make up a significant portion of the two-wheeled vehicle market. There is a lot of rivalry in the two-wheeler market, so manufacturers must do a better job of meeting consumer expectations if they want to stay in business. More and more young Indians are choosing motorcycles over four-wheelers. There are many parts in India where the scooter is the most popular mode of transportation because of its low cost, high level of comfort, and ease of use.

When it comes to buying, consumer behaviour is all about how individuals go about it. The psychology of how customers behave in a marketing

environment is known as "Consumer Behavior". When attempting to understand consumer behaviour, two key psychology disciplines come into play. In Cognitive Psychology, the study of all knowledge-related behaviour is the earliest and most important branch. Aspects of cognitive psychology such as attention, perception, memory, and decision-making have a significant influence in consumer behaviour. Consumer behaviour may also be explained by ideas from Social Psychology, the second most popular subfield in psychology. Personality, attitude, motivation, and behaviour impact and are influenced by groups are all studied in this course.

Buying begins when the buyer perceives a problem or need, according to Philip Kotler. External cues (like viewing an ad) may also cause this urge to be activated by internal stimuli (like a sensation of hunger or thirst). He goes on to argue that a customer who has been irritated and has realised that there is an issue is more likely to seek out further information. Because of the consumer's desire and the close proximity of an appetising and rewarding product, this is an ideal situation.

Objective

- To study the influencer factor for purchase of two – wheeler.
- To study the brand perception of different tow wheeler brand by Social media marketing
- To analyse impact of social media marketing on consumer decision.

REVIEW OF LITERATURE

According to a research by Prof. Manisha Jagtap and Dr. Anand Deshmukh (2018), brand image, showroom services, engine capacity, safety, new technology, product design, warranty length, peer impact, driving comfort, mileage, price, and engine power all influence customer purchasing behaviour. Customers' behaviour is also impacted by a number of other elements, including their need, buying power and the price of a two-wheeler. Moreover, the researcher examined the reasons for the shift in customer purchasing decisions, which include difficulties with the current brand, the demand for high-tech automobiles, and changes in the services provided by dealers before and after the purchase.

Several psychological factors govern the individual thinking process (such as motivation, perception, and attitude), the decision-making steps involved in purchasing, the interaction of the consumer with several groups such as friends, family, and colleagues, and the choice of the brand and outlet based on features and emotional appeal by A. Martin Jayaraj (2017) explained about the buying behaviour of consumers in purchasing two-wheelers (marketing mix). All shoppers use some basic decision-making modes or styles, such as logical shopping and a focus on quality and brand names, when they purchase."A research on variables affecting customer's two-wheeler purchasing behaviour with specific reference to the Rayalaseema area, Andhra Pradesh, India," by S Suraj Basha and Dr. B.C Lakshman, found that personal, psychological, social and cultural aspects impact consumer buying behaviour.

Research conducted by Joseph Antony and Dr.Siby Thomas, (2019) concludes that two-wheeler buyers are impacted by economic variables, features and use of the vehicle, brand image and aesthetics as well as social aspects.

He discovered that the Indian two-wheeler business is increasing and expanding each year, and that the motorcycle market is dominated by numerous firms such as Hero (Honda), Honda (Bajaj), TVS (TVS), and Royal Enfield (Honda). According to the findings, a variety of manufacturer-sponsored marketing initiatives have a considerable impact on the city of Chennai's two-wheeler purchasing decisions. It also shows that individuals from lower and middle-class backgrounds choose two-wheelers because they fit their personal and family needs.

"Customer satisfaction with Honda two-wheelers in Tirupati, India" was the subject of an investigation by Dr.DugganiYuvaraju and Prof. S.Durga Rao. Honda's outstanding quality and low price persuaded the majority of high-income clients, according to the findings of the research.

In his research, "Factor Influencing Purchase Decision of Two Wheeler in Himmatnagar," Bilal SirajuddinLuhar (2013) investigated the influence of behavioural variables on the choice of a certain brand of two-wheeler. As a result of Convenience sampling, 200 two-wheeler users in Himmatnagar were included in this research. Data processing and interpretation are aided by statistical methods like Factor Analysis and Chi-Square Analysis.

According to the data, the purchase of a new two-wheeler is heavily influenced by friends and family members. Approximately 70% of buyers make their own choice when purchasing a two-wheeler brand.

Research Paper on Impact of social media on Sales Promotion: A Case Study of Indian Automobile Industry, by Chauhan V.S. (2015), explores the different forms of social media and its impact on sales promotion and how this might influence people and organisations in their purchasing choices. Social networking is a low-cost advertising medium that businesses utilise to reach new customers. It's clear that "Viral Word Of Mouth" has a greater impact on consumer purchasing decisions. In recent years, potential customers have begun to depend more on people they don't know personally, but with whom they have just a virtual connection. Using social media to reach out to prospective customers and raise awareness of the company's numerous initiatives is also a low-cost option. Social media is becoming more and more essential, and marketers are beginning to perceive social media as a valuable way to connect with their target audience. Blogs and forums are also being used by companies to improve their product features and services in order to better meet the demands of their customers. Companies may also learn about their rivals' goods via social media, such as by reading their blogs. Members of an online community have a higher sense of belonging. Using social media, businesses may find customers who have blogs and who can have inventive ideas for improving the features of current goods or for creating whole new ones.

The research "Consumer Behaviour towards Brand Positioning of Two-Wheeler Bikes in Chennai City" was conducted by Fahmeeda Yasmineen (2018) in order to determine the elements that influence customers in their selection and purchase of a certain brand of two-wheeler. The findings of a survey of 200 two-wheeler riders in the Tamil Nadu city of Chennai are summarised in this article. The data was analysed using simple statistical methods such as percentage analysis, t-test, ANOVA, and Chi-Square. According to a survey, the majority of respondents don't make a final selection on a brand until examining two or more. Parents and friends had a large role in influencing the purchase of a certain brand. They are more likely to purchase the goods if they see it advertised on television.

Using primary research, Ketan Kamra (2019) attempted to discover and explore the amount of social media's impact on the Indian Automotive Consumers in his article, titled "Influence of Social Media: Primary Study in National Capital Region." There is a substantial correlation between the use of social media and several aspects of the purchasing process. There was a strong correlation between the number of individuals using social media to get information about their next car purchase, and the amount of reviews that influenced those people's final purchasing choice. Greatest of today's consumers are active on one or more social media sites, and postings on new car launches and promotions drew the most attention. An automotive buyer's decision-making process has been influenced significantly by social media research, recommendations, car technology and financing calculator. Facebook page marketing has also played an important role.

RESEARCH METHODOLOGY

Research design

Descriptive research

Research equipment :

Questionnaire

Sampling method :

Non-probability technique

Sampling frame

Convenience sampling

Sample size

200 respondents

Sample design

Data has been presented with the help of bar graphs, pie-charts, etc.

Sources of data:

Both the primary sources and secondary sources of data have been used to conduct the study.

Primary source:

The primary data for this study has been collected by approaching the salaried employees via internet (digital survey method).

Secondary source:

The secondary data are collected from articles published on various websites (desk research).

Plan of analysis

- Diagrammatic representation through graphs and charts
- Suitable inferences will be made after applying necessary statistical tools.
- Findings & suggestions will be given to make the study more useful.

Methods for Data Collection

- Primary Data
- Secondary Data

Primary Data

Primary source of data was collected by questionnaire.

Secondary Data

Secondary source of data was collected from

books

journals

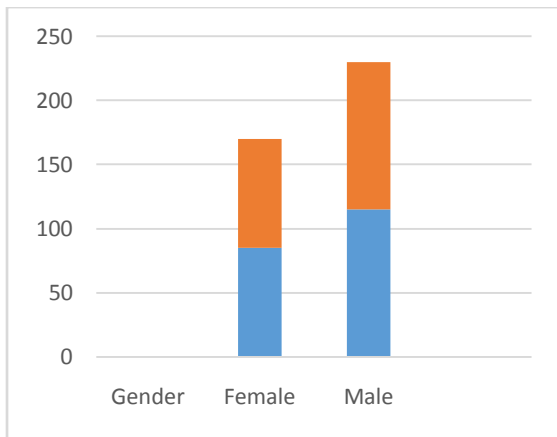
magazines

websites.

DATA ANALYSIS AND INTERPRETATIONS

Gender

Gender	No. of Respondents	Percentage
Female	85	85
Male	115	115

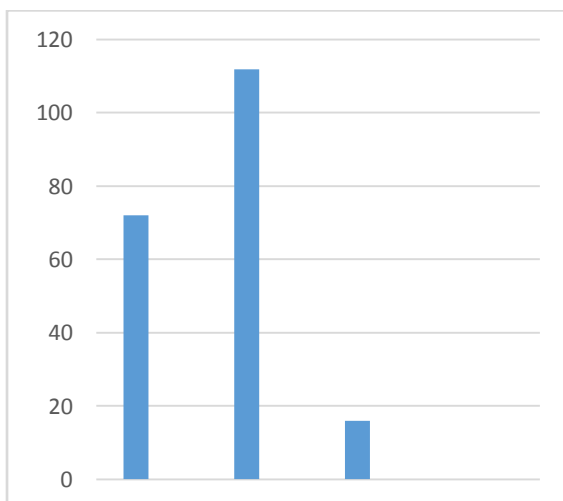


Interpretation

The above table and graph analysis represents that 85 percent of the respondents are married and the remaining 115 percent of the respondents are unmarried. Its interprets that Majority of the respondents found in the survey are unmarried.

Income

Criteria	Frequency	%
less than 5000	72	72%
5001-10000	112	112%
10001-15000	16	16%
15001-20000	-	-
More than 20001	-	-

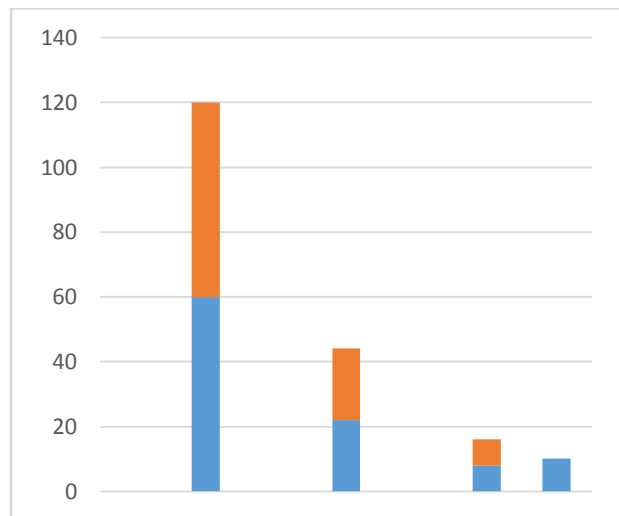


Interpretation

The following chart clearly shows that out of the whole survey, over 27% of the respondents income goes to workers earning less than 5000 and 112 percent of the pay goes to workers earning 5001-10000. 16%of the pay goes to workers earning 10001-15000, This clearly shows that annual Incomebased classification of the Respondents.

Age group

Age group	No of Respondents	Percentage
18-22 years	120	120
23-27 years	47	47
28-32 years	17	17
33-37 years	116	116

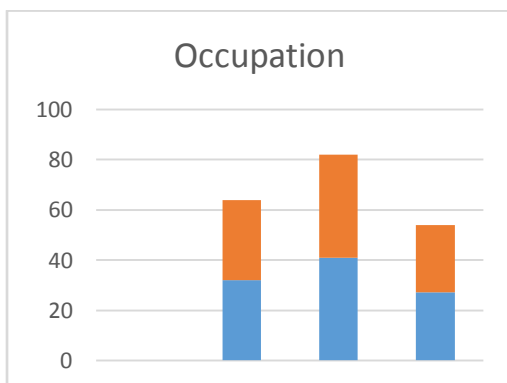


Interpretation

The above table and graph analysis represents that 120 percent of the respondents age group is 18-22 years, 47 percent of the respondents age group 23-27 years. 17 percent of the respondents age group 28-32 years, 116 percent of the respondents age group 33-37 years.

Occupation

Occupation	No. of Respondents	Percentage
Student	64	64
Working	82	82
Unemployed	54	54

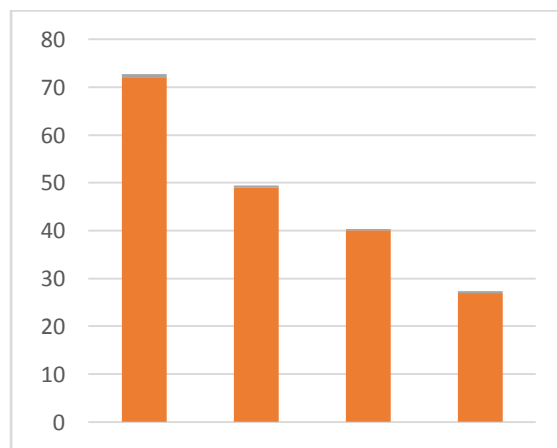


Interpretation

The following chart clearly shows that out of the whole survey item had to get the respondent's 64% students, 82%working and remaining 54% unemployed.

At what age did you get your first two wheeler ?

Age group	No of Respondents	Percentage
15-20	78	78
21-25	49	49
26-30	42	42
above 30	31	31

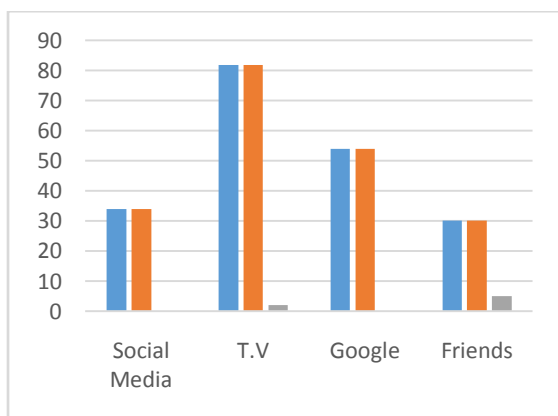


Interpretation

78 percent of respondents between the ages of 15 and 20 receive their first two-wheeler, 49 percent of respondents between the ages of 21 and 25, and 42 percent of respondents between the ages of 26 and 30 get their first two-wheeler.

Form where did you know about your two wheeler?

Criteria	No. of Respondents	Percentage
Social Media	34	34
T.V	82	82
Google	54	54
Friends	30	30

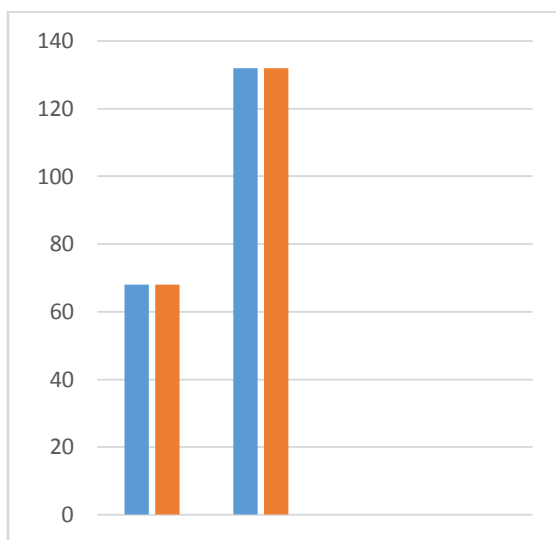


Interpretation

Most people know about two-wheeler social media (34%) and two-wheeler television (82%) and Google (54%) but just 30% know about "two-wheeler friends".

Did social media influence your thought towards two wheelers?

Criteria	No. of Respondents	Percentage
yes	68	68
no	132	132

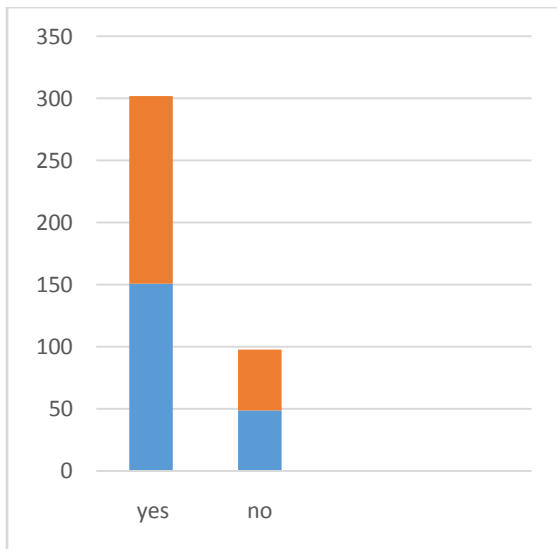


Interpretation

68 percent of those polled said yes, social media has an effect on their perception of two-wheelers. The majority of respondents (132%) said that social media has no impact on their perceptions of two-wheeled vehicles

Is social media helpful to know about new products in market?

Criteria	No. of Respondents	Percentage
yes	151	151
no	49	49

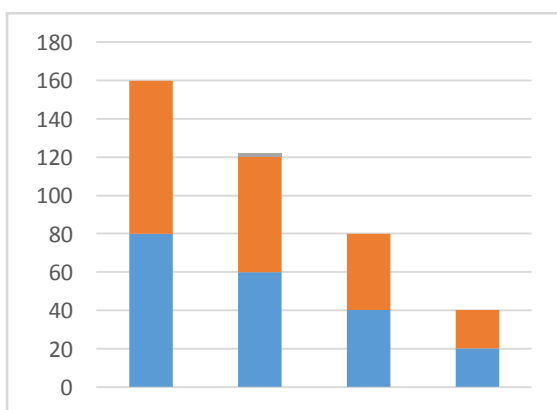


Interpretation

To find out about new items, 151 percent of respondents said they found social media useful. Almost two-thirds of respondents indicated they saw no benefit in using social media to learn about new items on the market.

Where do you go and search about the two wheeler before you purchase?

Criteria	No. of Respondents	Percentage
Google	80	80
Youtube	60	60
Showroom	40	40
Social media platforms	20	20

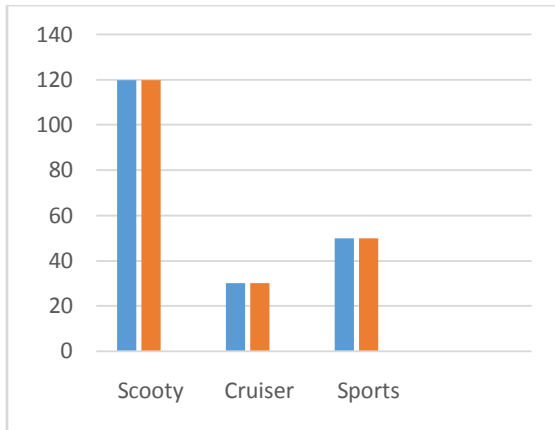


Interpretation

80 % of respondents google search about the two wheeler before you purchase, 60 % of respondents youtubearch about the two wheeler before you purchase, 20 % of respondents Social media platformssearch about the two wheeler before you purchase, 40 % of respondents Showroomsearch about the two wheeler before you purchase.

What kind of two wheeler you prefer?

Criteria	No.Of Respondents	Percentage
Scooty	120	120
Cruiser	30	30
Sports	50	50



Interpretation

A scooty is preferred by 120 percent of respondents, a cruiser is preferred by 30 percent of respondents, and half of respondents choose a scooter. Sports

CHI-Square for hypothesis

Observed Frequencies (O)	Expected frequencies (E)	O-E	(O-E) ²	(O-E) ² /E
160	151.3	3.7	13.69	0.085402
30	32.7	-3.7	13.69	0.383473
8	11.7	-3.7	13.69	0.694924
2	4.3	3.7	13.69	3.183721
TOTAL				4.347521

$$\chi^2 = \sum \frac{(O-E)^2}{E} = 4.347521$$

$$d.f = (2-1)(2-1) = 1 \text{ and } \chi^2_{0.05} \text{ for } d.f = 3.84$$

Since calculated value of χ^2 viz., 4.347521 was much greater than the tabulated value, it is highly significant and hence the null hypothesis is refuted (rejected) at 5% level of significance. Hence, we conclude that Personal factors do influence the buying behaviour of consumers.

Hypothesis:2

H₂: Social factors do influence the buying behaviour of consumers

H₀: Social factors do not influence the buying behaviour of consumers. The above hypothesis is tested using Chi-square Test

The primary data collected can be arranged in the form of a 2x2 contingency table.

CONCLUSIONS

Before making a purchase, it is common for consumers to consult with others close to them for advice and input. Even if customers have input and advice from a variety of sources, it may or may not have any effect on their buying choice. Only a small number of people have a say in what they ultimately choose. As for influencers, their proportional impact may vary depending on the scenario, kind of product used, the buyer's attitude, and the sort of influencers involved. The current research aims to determine the proportional effect of these influencers on two-wheeler buyers' decisions and to discover which of these influencers has a higher impact on consumer purchasing decisions. Customers' choice to acquire two-wheelers is influenced by a number of "not widely mentioned" elements, such as the internet and social media, current two-wheeler users, two-wheeler mechanics, recommendations, etc. In addition, the research reaffirms the importance of well-established influences such as social networks, peer groups, blood relations, work colleagues, and the media. Furthermore, the findings show that internet and social media conversations have a significant impact on the purchase of two-wheeled vehicles. That's why this research concludes that despite the brightly coloured commercials and other sales promotion strategies used by manufacturers, it's the positive feedback or opinion of consumers that decide the success or failure of their goods and services. Before purchasing a two-wheeler, the majority of clients consult with others and get their opinions. Two-wheeler technicians, social media friends, and current two-wheeler owners are the most important influences on the purchase of two-wheelers. As a result, the two-wheeler manufacturing businesses should now focus on developing a favourable image in the eyes of their current consumers and the general public rather of spending their time and money on expensive advertisements and other advertising techniques.

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