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## The Impact of Social Media Advertising on the Buying Behaviour of Two -Wheelers

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### ABSTRACT :

Social media platforms now function as essential marketing channels which fundamentally modify how consumers make purchasing choices within each business sector. The two-wheeler industry demonstrates a strong dependency on brand image and peer recommendations thus making social media advertising on platforms like Instagram, Facebook and YouTube increasingly influential. The study examines the impact of social media advertising on two-wheeler consumer behaviour regarding both brand awareness development and interest generation and purchase decision motivation. The investigation uses survey data and interview responses from people who plan to buy or currently own two-wheelers to understand how social media elements including visual content and influencers and interactive features and personalized ads affect consumer perceptions. The research results demonstrate that the combination of social media elements generates stronger reactions from digitally literate younger consumers. The study shows that traditional marketing approaches lose their effectiveness when compared to user-generated content and peer recommendations because these methods become essential factors in determining final purchasing choices. The study concludes that effective social media advertising not only boosts brand recognition but also trust and customer engagement. Two-wheeler market firms that use focused and interactive content achieve substantial improvement in customer purchasing decisions as well as brand retention. The investigation advises market professionals to prioritize data analysis and visual content development and community engagement to boost their digital marketing effectiveness within a competitive market landscape. The implementation of data-driven analytics in marketing provides the necessary foundation for delivering personalized customer experiences. This approach allows companies to track customer behaviour in real-time which leads to better understanding of their needs.

### 1.Introduction

Social media platforms represent a critical element in contemporary life while they exercise a powerful influence on consumer spending patterns during this digital age. The social media trio consisting of Facebook, Instagram and Twitter along with YouTube has completely revolutionized marketing approaches since they grant businesses direct connections to massive diverse and highly interactive audiences. Businesses have moved their marketing focus away from traditional approaches toward digital platforms because consumers now obtain their information and entertainment and communicate with others through online channels. Two-wheeler vehicles including motorcycles and scooters experience substantial market growth especially in developing nations where they serve as the main transportation method. Companies have turned to social media platforms to persuade their target audience through innovative visual content and influencer endorsements together with reviews and customized advertising approaches because of market competition and evolving consumer tastes. Brands can interact with their customers through social media platforms to obtain immediate feedback which enables continuous campaign improvement and stronger customer relationships through personalized marketing approaches based on audience reactions. This study aims to examine how social media advertising impacts the buying behaviour of consumers in the two-wheeler market. It explores the extent to which factors like content engagement, brand visibility, online reviews, and influencer marketing contribute to consumer decision-making. Understanding this relationship is crucial for marketers seeking to design effective campaigns and for businesses aiming to connect with tech-savvy, digital-first consumers in a highly competitive environment.

### 2.OBJECTIVES OF THE STUDY

- The primary focus of this study involves examining how social media advertising affects consumer knowledge and interest in two-wheeler brands.
- Various elements of social media advertising which include visuals alongside influencer promotions and user-generated content will be studied to understand their impact on consumer purchase decisions.
- The research examines how social media advertising influences consumer responses in the two-wheeler market according to specific demographic variables including age along with gender and income levels.
- The research will determine how social media platforms compare to traditional advertising methods in their ability to affect consumer

buying behaviour.

- Marketers together with two-wheeler companies will receive recommendations about social media advertising strategy optimization.

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### 3. LITERATURE REVIEW

Digital technology advancements together with social media expansion have reshaped how consumers behave and how marketing professionals develop their strategies. According to Mangold and Faulds (2009), social media has evolved as a hybrid promotional tool that enables users to exchange their experiences and influence purchasing decisions of others. Businesses across various industries now use interactive platforms to reach consumers because of the transformation from traditional advertising approaches. The research community has found multiple examples which demonstrate the power of social media marketing in affecting purchase choices. According to Chu and Kim (2011) social media peer recommendations and reviews establish more reliable connections with consumers than standard advertising methods. The combination of influencer marketing and visual content featuring vehicle features or user testimonials delivers substantial results when promoting two-wheelers. According to Kaplan and Haenlein (2010) modern automotive marketers follow the principle of two-way communication as well as user engagement because it builds brand loyalty and generates purchase intent. The impact of social media on consumer behaviour also varies by demographic and psychographic factors. Studies by Duffett (2017) suggest that younger consumers, especially those in the 18–35 age group, are more likely to be influenced by digital content and online peer networks. These consumers tend to research products extensively online, seek out reviews and user feedback, and make informed decisions based on what they find on social media platforms. In the two-wheeler industry, this means that brands must not only advertise but also actively engage with potential buyers, answer queries, and encourage satisfied customers to share their experiences online.

Social media's increasing power does not eliminate the importance of traditional marketing channels during the consumer decision process. The academic research shows that digital platforms work together with traditional marketing methods to increase their success rate. The combined approach helps businesses expand their reach through social media analytics and targeting tools to deliver precisely customized messages to their audiences (Tiago & Veríssimo, 2014). The research highlights that social media advertising has gained substantial power over consumer behaviour in markets such as two-wheelers due to their dependence on personal experiences and peer recommendations alongside visual aesthetics. Through this analysis marketers gain a fundamental understanding of social media's impact on consumer choices as well as methods for adjusting their marketing tactics.

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### 4. RESEARCH METHODOLOGY

#### 4.1 Research Design

The research employs a descriptive and analytical approach. The study collects qualitative and quantitative data to investigate the impact of social media advertising on consumer knowledge, tastes and buying behaviour of two-wheelers. The main research method includes surveys supported by interviews which provide additional understanding of consumer feelings and opinions.

#### 4.2 Data Collection Methods

##### a. Primary Data

Structured questionnaires were used to gather primary data which respondents answered through both online channels and face-to-face distribution. A mixed-method research design combined closed-ended questions with Likert-scale items to investigate brand awareness and social media content influence alongside influencer trust levels and actual purchase actions. A selected group of participants took part in semi-structured interviews which aimed to understand their decision-making processes when interacting with social media content.

##### b. Secondary Data

The research obtains its theoretical foundation by collecting secondary data from reliable academic and industry publications. The data consists of peer-reviewed research publications and marketing journals together with industry reports from respected organizations. The researcher utilizes articles and research papers from various authors to access current industry trends and expert viewpoints regarding social media advertising in the automobile market. The secondary sources help to confirm primary research results while identifying areas for further investigation and delivering a broader understanding of market dynamics and customer behaviour patterns in the two-wheeler sector.

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### 5. THE EVOLUTION OF TWO-WHEELER CONSUMER BEHAVIOUR IN THE ERA OF SOCIAL MEDIA ADVERTISING

The two-wheeler industry has experienced a significant change in the past years regarding both new product development and consumer purchasing patterns. The digital transformation dominates this change because of social media advertising advancements. The social media platforms Instagram, Facebook and YouTube serve as essential marketing tools for brands because they transform the way people find and assess and purchase two-wheelers. The article investigates the two-wheeler market through an analysis of social media effects on consumer actions while identifying major trends and brand

consequences. In the present era the two-wheeler sector faces substantial change since consumers now use digital channels to access information and make their purchasing decisions.

### ***Traditional Consumer Behaviour in the Two-Wheeler Market***

In the past, consumers mainly based their two-wheeler purchases on word-of-mouth recommendations together with dealer networks and traditional promotional channels. Customers depended on personal encounters as well as friend suggestions and physical product examination to select their purchases. The purchasing process typically progressed through four sequential stages from awareness to interest to evaluation ending with a purchase which happened primarily in physical stores.

### ***The Rise of Social Media and Its Disruption***

Social media platforms have transformed this traditional approach since they first appeared. Consumers today receive a non-stop supply of marketing materials through platforms thanks to their massive user base which includes both branded content and peer-generated material alongside reviews and influencer endorsements. Through these platforms brands establish direct communication channels with consumers which enables them to provide instant engagement and personalized messages while collecting feedback. A youthful consumer who wants to purchase a sports bike initially finds it through a YouTube review or an Instagram reel presented by a leading biking influencer. The purchase process starts with social media research where potential buyers gather comments and read reviews while comparing brand features before they approach a salesperson at the dealership.

### **Key Influences on Consumer Behaviour**

#### **1. Influencer Marketing**

Digital opinion leadership has become established through social media influencers. A single post or video from a respected bike vlogger or lifestyle influencer can persuade thousands of people because the content combines emotional engagement with a sense of genuine authenticity. The power of influencers to shape opinions has made them the new era of digital leaders.

#### **2. User-Generated Content (UGC)**

Consumers nowadays prefer content generated by their peers which includes photos, reviews, ride experiences because such materials often appear more reliable compared to official advertisements. Social proof has become a powerful driver of trust.

#### **3. Targeted Advertising**

Data analytics together with AI technology enable social media platforms to deliver customized advertising content to users through their browsing history, interests and location data. The precision of this approach enables the content to be both relevant and more persuasive.

#### **Brand Engagement and Community Building**

Companies create online communities where consumers can interact with the brand and with each other. This not only increases loyalty but also encourages ongoing brand visibility in a consumer's feed.

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## **6. RESULT AND DISCUSSION**

### **a) Social Media Advertising Influence on Buying Decisions**

The majority of participants reported that social media advertising significantly influenced their four-wheeler buying decision from awareness to consideration stages. Car information found on Instagram Facebook and YouTube websites became essential for potential buyers. Car brands achieved notable success through video reviews and reels along with influencer promotions and sponsored content. Before going to showrooms, study participants often compared different cars while watching test drive videos and checking user-generated social media posts. Social media use helps bridge the information gap between tech-savvy young consumers who conduct digital product research before physically engaging with the product.

### **b) Key Factors Driving Engagement with Automotive Ads**

The three most significant drivers of engagement were: • Visual Appeal: Good-quality images and videos of cars garnered more interest. • Influencer Endorsements: Reliable auto vloggers or influencers had a strong influence on consumer interest. • Interactive Content: Polls, stories, Q&A sessions, and live product demonstrations generated deeper engagement. The audience preferred content that demonstrated actual product use and fuel consumption data along with side-by-side comparisons of different models because they found these types of ads more informative and relevant than pure promotional content.

### **c) Demographic Insights**

The findings also revealed demographic differences:

- Youth consumers (18–35 years) were significantly impacted by social media advertisements, especially YouTube and Instagram.
- Middle-class populations were price-conscious but were enthusiastically active with deals and EMI promotions on sites such as Facebook.

- Urban consumers were largely dependent on social media ratings and influencer views, while rural/semi-urban consumers still regarded word-of-mouth, although digital influence was increasing.

#### **d) Challenges in Social Media Advertising Effectiveness**

Although most respondents said social media advertising had an impact on their choices, some issues were raised:

- Information Overload: Advert density was so high that it caused confusion or loss of interest.
- Suspicion of Sponsored Content: A few users were distrustful of paid influencers or overly produced content.
- Privacy Issues: Targeted advertisements made some users uneasy about how their information was being used.

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## **7. CONCLUSION**

This study set out to investigate how social media advertising influences the buying behaviour of consumers in the two-wheeler segment—a sector that is both dynamic and highly competitive, especially in emerging markets like India. The research revealed that social media platforms have transformed the traditional buyer journey by introducing new forms of engagement, information sourcing, and trust building mechanisms that significantly impact consumer decisions. The analysis showed that social media advertising is no longer limited to brand awareness; it actively shapes customer attitudes, preferences, and purchase intentions. Consumers today are not only exposed to advertisements but also engage with brand content, interact with influencers, and rely heavily on peer reviews and user-generated content before making a two-wheeler purchase. This digital engagement creates a sense of community and trust, which conventional advertising methods often lack.

In conclusion, social media advertising has emerged as a powerful force shaping the buying behaviour of two-wheeler consumers. The shift from traditional marketing to digital platforms has redefined how consumers discover, evaluate, and ultimately purchase two-wheelers. Social media offers a unique blend of targeted messaging, influencer credibility, real-time engagement, and user-generated content, all of which contribute to a more informed and emotionally driven purchase decision.

Younger consumers, in particular, are heavily influenced by online reviews, video content, and influencer endorsements. Platforms like Instagram, Facebook, and YouTube not only generate brand awareness but also act as decision-making tools. As a result, social media has shortened the consumer journey and increased brand visibility, making it an essential component of marketing strategies in the two-wheeler industry.

However, with growing consumer awareness and expectations, brands must focus on authenticity, transparency, and value-driven content to maintain trust and engagement. As the digital landscape continues to evolve, so too will the ways in which social media influences consumer behaviour, making ongoing research and adaptation crucial for sustained market success.