

# "Consumer Buying Behavior and Brand Preferences for e-bikes"

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## Abstract

Consumer behavior examines when, why, how, and where individuals decide to purchase or not purchase products. It aims to understand the decision-making process both on an individual and group level, and the influence of social connections like family, friends, and peer groups. This study focuses on consumer behavior with regard to two-wheeler vehicles, particularly what drives them to choose one brand or model over another and the key factors influencing their satisfaction levels.

**Keywords:** consumer attitude, e-bike, satisfaction, buying perception.

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## Introduction

Consumer buying behavior refers to the study of how individuals, groups, or organizations choose, purchase, use, and dispose of goods and services to fulfill their needs and preferences. This encompasses all aspects of consumption decisions—what, why, when, where, how frequently, and how the products are used. India ranks as the second-largest two-wheeler manufacturer globally. The two-wheeler segment dominates the Indian automobile industry in terms of volume, following only China and Japan in production and sales.

The increasing popularity of two-wheelers among Indian youth is largely driven by their convenience, fuel efficiency, stylish design, and affordability. This trend highlights the growing significance of the two-wheeler segment in the Indian automobile market. Motorbikes and scooters continue to dominate, while mopeds remain a popular choice among younger users due to their ease of handling and visual appeal. In recent years, **electric bikes (e-bikes)** have also gained traction, especially among environmentally conscious consumers and urban commuters. Their low operating cost, minimal maintenance, and eco-friendly nature make e-bikes an attractive alternative to traditional petrol-powered two-wheelers, further expanding the segment's reach and relevance.

Understanding consumer behavior involves psychological insights into the marketing process. Two primary psychological fields inform this understanding: cognitive psychology (which deals with mental functions like attention, perception, and decision-making) and social psychology (which studies how individuals are influenced by and influence others within a group). Consumer decisions in the two-wheeler market are influenced by a variety of factors:

1. **Cultural Factors:** A consumer's cultural background, subculture, and social class play a crucial role in shaping their purchasing behavior.
2. **Social Factors:** Buying choices are significantly affected by social influences such as family, reference groups, social roles, and status within the community.

3. **Demographic Factors:** Individual characteristics like age, occupation, lifestyle, and personality strongly impact preferences and buying decisions.
  4. **Psychological Factors:** Internal factors such as motivation, perception, learning, beliefs, and attitudes help shape a consumer's mindset and decision-making process.
  5. **Promotional Factors:** Strategic elements like product design, pricing, advertising, brand positioning, and distribution channels greatly influence consumer preferences. For example, the Hero Splendor is marketed as a reliable family bike, while the Bajaj Pulsar is targeted toward youth seeking sporty performance.
  6. **Occasional Factors:** Specific circumstances such as festival seasons or a lack of alternative transportation options often lead to increased demand for two-wheelers.
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## Objectives

- To analyze the market share of various e-bike brands.
- To examine factors influencing consumer purchase decision.
- To assess brand preferences.

## Literature Review

The survey data indicates that television advertisements, internet sources, and hosted promotional events are the primary sources of information for customers regarding two-wheelers.

The examination of e-bike utilization and demand has become an essential field of research in recent years, attracting considerable scholarly attention due to the potential of e-bikes to provide a more sustainable mode of transportation and enhance individual well-being (fka Andersson et al., 2021, Jones et al., 2016, Kroesen, 2017, Rérat, 2021, Sun et al., 2020)

The uptake of e-bikes is shaped by various elements such as advancements in technology, changing societal values, and different policy measures, making it difficult to assess disaggregated level models (Arning et al., 2023)

**Bhuvnesh Kumar and Kavita (2015)** conducted a study on “Customer Satisfaction Towards Two-Wheelers,” identifying advertisements as a major influence on consumer decisions. They concluded that increased advertisement frequency enhances brand recall and purchasing impact.

**Chauhan V.S. (2015)** explored the “Impact of Social Media on Sales Promotion” in the Indian automobile sector. The research highlighted that social media significantly drives both sales and promotional effectiveness.

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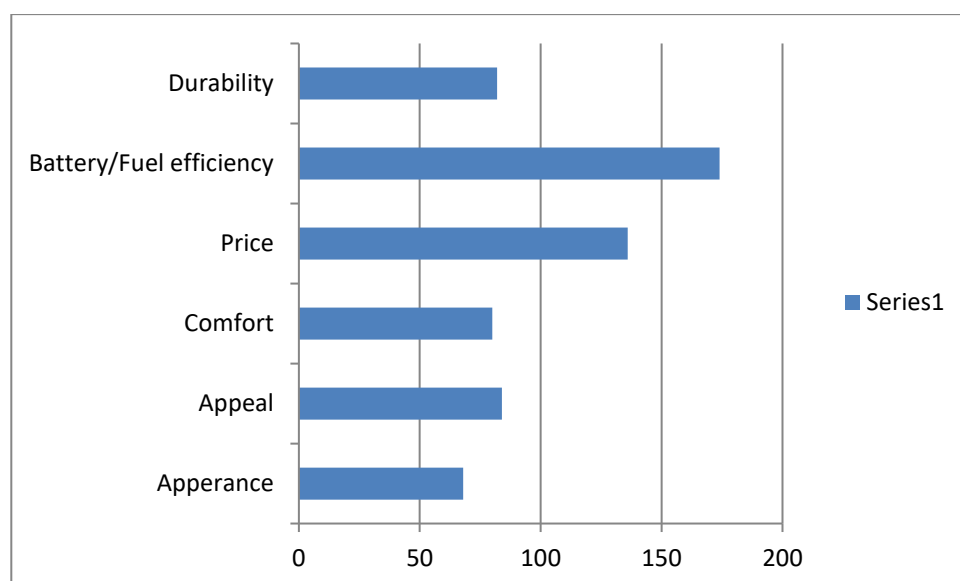
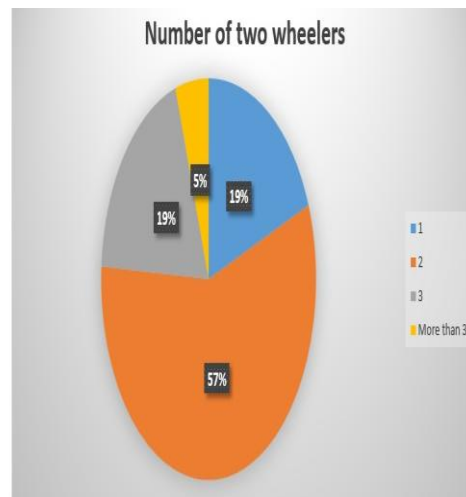
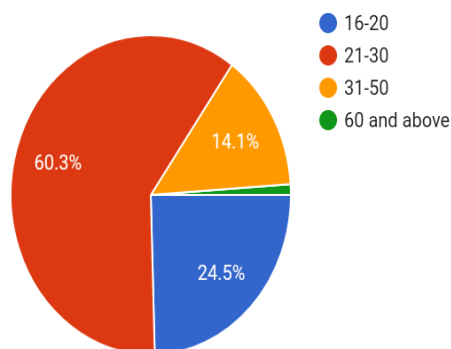
## Data Collection

- **Primary Data:** Gathered using a structured questionnaire distributed in Nagpur via Google Forms. The instrument was pre-designed and pre-tested.
  - **Secondary Data:** Sourced from newspapers, websites, and scholarly journals.
  - **Sampling Method:** Snowball sampling technique was applied to reach a broader audience.
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## Analysis and Interpretation

### Demographics:

Among the 300 respondents, the largest age group was 19–25 years (167), followed by 26–32 years (68), 32–50 years (39), and a minimal number over 60.



### Preferences while making Buying Decision

### Key Observations:

- A majority of respondents family own more than two two-wheelers, indicating high dependence on such vehicles.
- Brand awareness significantly affects purchase decisions; higher awareness leads to stronger top-of-mind recall and increased sales.
- Most respondents prioritize cost and durability, followed by performance and price when selecting a two-wheeler.
- Key features attracting buyers include comfortable seating and innovative features. However, perceptions of comfort vary from user to user.

- Contrary to expectations, most buyers do not prioritize design or style when making a decision, as shown through Likert scale analysis.
- Reference groups—family, friends, and influencers—play a vital role in the decision-making process.
- Quality of after-sales service strongly affects satisfaction and likelihood of repurchase.

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## Conclusion

Consumer buying behavior in the two-wheeler segment is shaped by a variety of personal and social factors. These include psychological influences, interaction with peer groups, and exposure to advertising. Emotional appeal and brand features also play a critical role in shaping consumer decisions. Moreover, add-on features and accessories often act as decisive factors during final selection. Understanding these complex drivers is crucial for brands aiming to increase their market share and consumer loyalty.

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