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“A STUDY ON CONSUMER CHOICE TOWARD TWO-WHEELER BIKES THROUGH SOCIAL MEDIA MARKETING”

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Abstract: The aim of this study is to investigate the influence of social media marketing on consumer choice towards two-wheeler bikes. Social media marketing creating brand awareness and attracting consumers and provide marketers a new set of tools to interact with consumers and to integrate them into the brands through innovative ways. The study is based on a sample of 225 participants who were asked to participate in an online survey. In globalized world, social media has a huge and important role in promoting the products and the services through different type of platform like YouTube Facebook Instagram and Google etc. The consumer search and research about their product and take a detail or see some video and blogs on social media and get Influence. There are lots of social media Influencer on social media platform who gives the reviews about the product and talk about it quality on their social media ID and there YouTube channel. The study found that social media marketing has a significant impact on consumer choice towards two-wheeler bikes. In essence, marketers have to understand how the social media has influenced consumer's buying behavior and consumer decision making. Social media market gives us a new way to deal with a consumer through online and it's all help to the firm for collecting the data related consumer that what type of product consumer want and what is the budget of the consumer have lots of brand shift their market, Choice.

Index Terms - Consumer Behavior, social media, Consumer Choice, Purchasing Decision.

❖ INTRODUCTION

In recent years, social media has emerged as a powerful marketing tool for businesses of all sizes. It is a cost-effective way for businesses to reach their target audience and create brand awareness. The two-wheeler bike industry is no exception. Two-wheeler bike manufacturers have realized the importance of social media in influencing consumer choice and have increased their presence on social media platforms. The purpose of this study is to investigate the impact of social media marketing on consumer choice towards two-wheeler bikes. “It is said that “decision making is the process of rapid decreasing patience and doubt about various options to enable a fair choice to be made from among them. This is quote by Robert Harris. There are decisions in which one or more alternative are selected from a collection of possibilities, and each alternative is judged on how well it meets present criteria. For example, which two-wheeler bike brand should be purchased, what kind of vehicle should purchase and in what budget. The rise of social media has dramatically changed the way consumers interact with brands and make purchasing decisions. Social media marketing has become a powerful tool for businesses to engage with customers and influence their buying behavior. Two-wheeler bike manufacturers in India have been using various marketing strategies to attract consumers, and social media marketing is one of the most popular techniques.

❖ OBJECTIVE

- To identify the most effective social media platforms for marketing two-wheeler bikes.
- To suggest recommendations to companies for improving their social media marketing strategies.
- To study the brand perception of different two-wheeler brand by SMM
- To analyze impact of social media marketing on consumer choice towards two-wheeler bikes.

❖ Literature Review

The literature review examines the key concepts related to social media marketing and consumer behavior. Social media marketing is a form of digital marketing that utilizes social media platforms to promote products or services. Social media platforms such as Facebook, Twitter, Instagram, and YouTube are increasingly used by businesses to connect with customers and build brand awareness.

According to Muntinga et al. 2011, social media marketing can influence consumer behavior by creating brand awareness, promoting

positive word-of-mouth, and enhancing customer engagement. Consumer behavior is a complex process that involves various factors that influence consumer decision making.

According to Engel et al. 1995, consumer behavior is influenced by internal factors such as motivation, perception, learning, and attitudes, and external factors such as culture, social class, reference groups, and marketing activities. In the context of two-wheeler bikes, price, brand reputation, product features, and after-sales service are the critical factors that influence consumer choice (Kumar et al, 2019). The studies carried out earlier with regard to the choice of two-wheeler and the factors leading to purchase decision are reviewed in the following paragraphs.

Sawant (2007) in his study stated that maintenance and mileage specifically are the two important deciding factors in the purchase decision process, sort of contrary to popular belief. Also, he observes that the respondents basically found a generally big difference in price, suitability for women, mileage and resale value amongst various models available in the market, contrary to popular belief.

Priyanka Jain (2015) in her study literally tries to measure the customers' satisfaction of two-wheeler vehicles. The result for the most part shows that majority of the respondents essentially are satisfied with the sort of overall performance of Yamaha showroom and few customers kind of is particularly dissatisfied with mileage of the bike in a really major way.

Kannan and Suryanarayana (2016) in their study on "An observational study on Two-Wheeler buying choice" reveals that service support after sales specifically is the pretty prime reason for the customer to literally prefer the particular company in a for all intents and purposes major way. Further, the study reveals that mileage for the most part is the very major crux factor for choosing particular brand by the customer in a actually major way.

Priyanka Jain [2015], conducted a study from 100 respondents in Delhi to actually understand the satisfaction level of two-wheeler vehicles in Yamaha. The result reveals that 42 respondents specifically are satisfied, 38 respondents are highly satisfied towards fairly overall performance, which is fairly significant. Respondents specifically are satisfied with performance factor and kind of dissatisfied with mileage in a very big way.

The research "Consumer Behavior towards brand positioning of two-wheeler bikes in Chennai city" was conducted by Fahmeeda Yasmeen 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 Tamil Nadu city of Chennai are summarized in this article. The data was analyzed using simple statistical methods such as percentage analysis, t-test, ANNOVA, and chi-square. According to 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.

❖ RESEARCH METHODOLOGY

The study will be conducted using a Descriptive research design. A survey will be conducted among consumers who have purchased a two-wheeler bike in a last six months. The survey will be conducted online using social media platforms such as face book, twitter, Instagram, and YouTube. Sample of 200 participants was selected for the study. The participants were asked to fill out an online survey that included questions related to their use of social media and their attitudes towards two-wheeler bikes.

The survey questionnaire will be designed to collect data on the following variables:

1. Demographic information of the respondents, such as age, gender, income, and education.
2. The impact of social media marketing on consumer choice towards two-wheeler bikes.
3. The most effective social media platforms for marketing two-wheeler bikes.
4. Factors that influence consumer choice towards two-wheeler bikes.
5. Recommendations for improving social media marketing strategies.

Research design: - Descriptive method

Research tool: - Questionnaire

Sampling method: - Non-probability technique

Sample size: - 225 respondents

Sample design: - Data has been presented with the help of bar graph and pie charts etc.

Sources of data: - Both the primary sources and secondary sources of data have been used to conduct the research study.

METHODS FOR DATA COLLECTION

- Primary Data
- Secondary Data

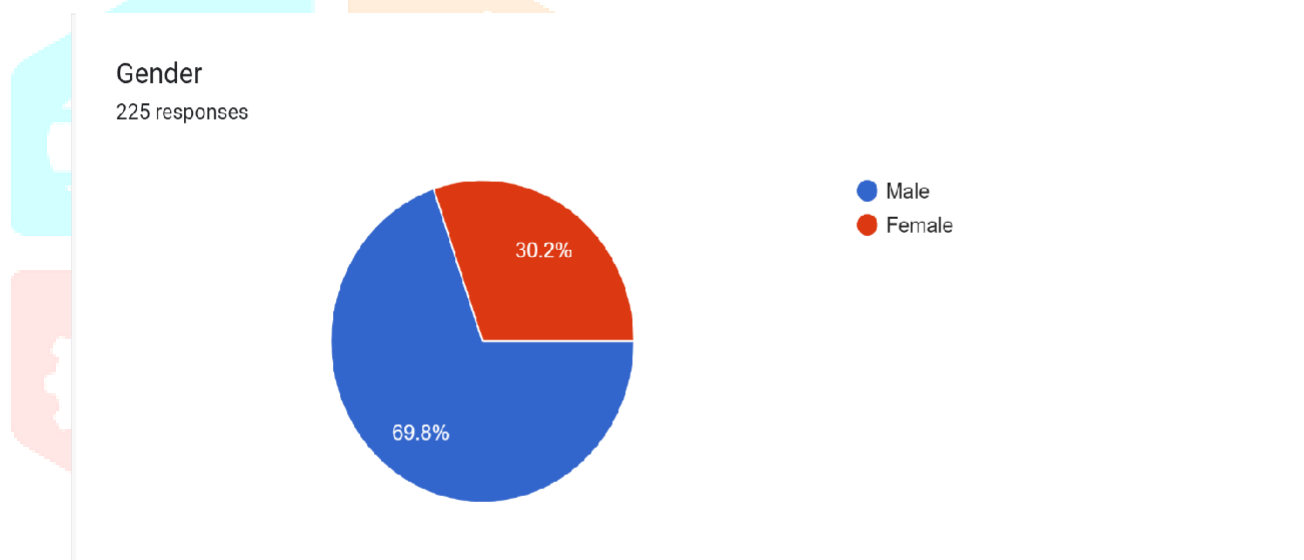
Primary Data Primary sources of data were collected by questionnaire

Secondary Data Secondary sources of data were collected from Books Journals Magazines Websites.

❖ **DATA ANALYSIS AND INTERPRETATION**

1. GENDER

Gender	No. of Respondents	Percentage
Male	158	70
Female	67	30



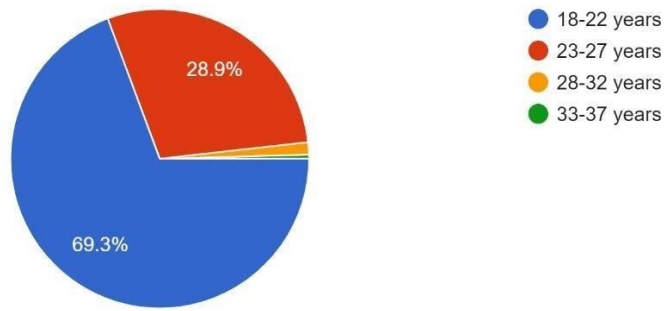
Interpretation

The above table and chart analysis that 70 percent of the respondents are male and the remaining 30 percent of the respondents are female. It interprets that majority of the respondents found in the survey are male

2. AGE

AGE GROUP	NO. OF RESPONDANTS
18-22 YEARS	155
23-27 YEARS	65
28-37 YEARS	5

Age
225 responses

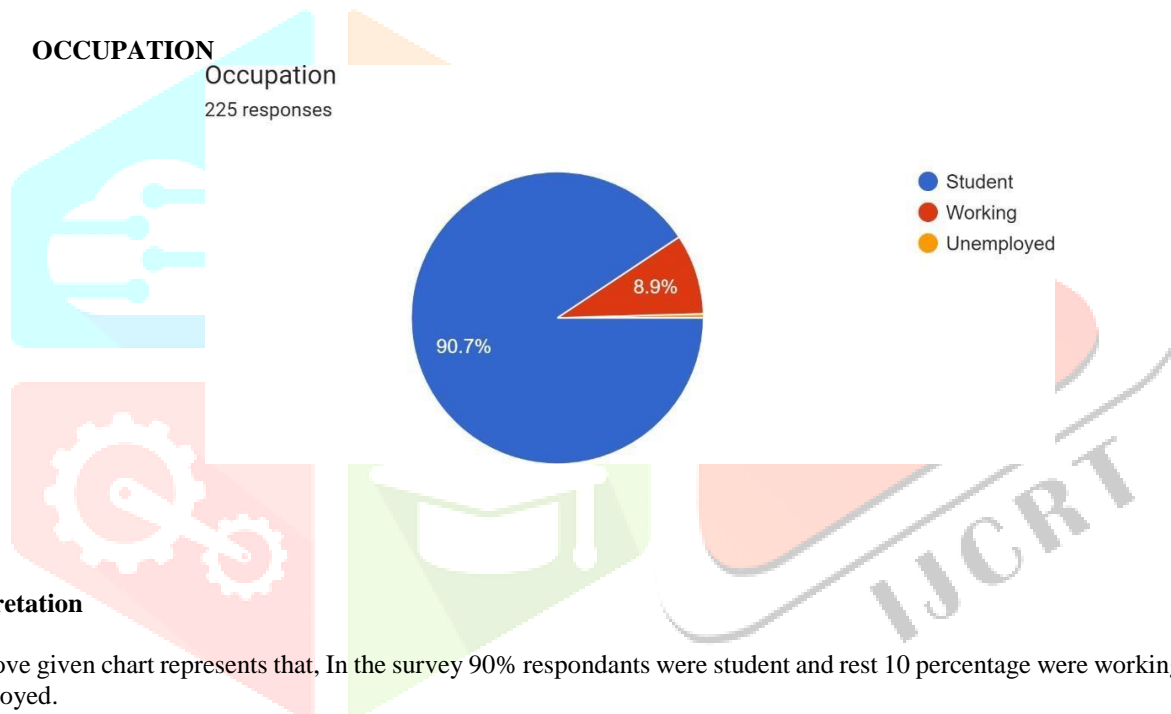


Interpretation

The above table and chart represents that 155 respondents are of 18-22 years age group, 65 respondents are of 23-27years age group, and 5 respondents are of 28-37 years of age group

3. OCCUPATION

Occupation
225 responses

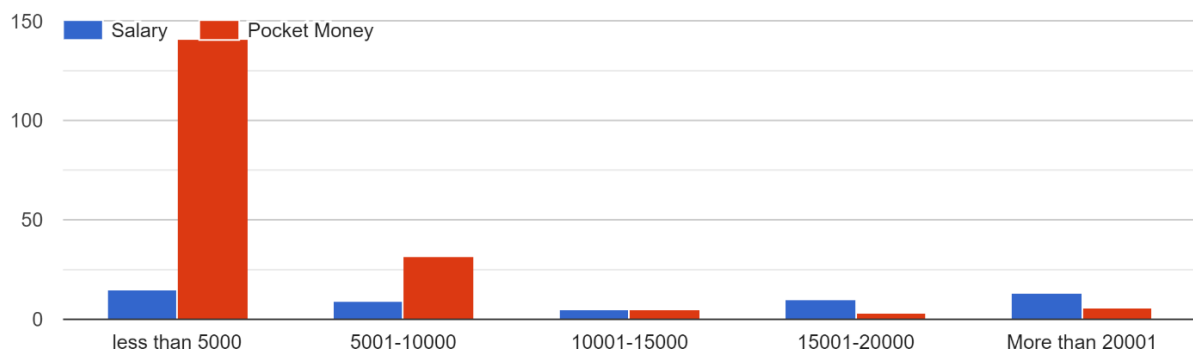


Interpretation

The above given chart represents that, In the survey 90% respondents were student and rest 10 percentage were working and unemployed.

4. INCOME

Income



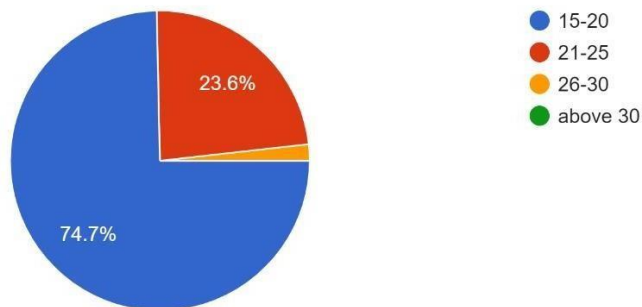
Interpretation

The following chart clearly shows that out of the whole survey, over 225 various people lie under various categories of income through which we can identify the people having salary less than 5000 who are paid as worker and the people who are having more than 20000 as an employee .

5. AT WHAT AGE DID YOU GET YOUR FIRST TWO-WHEELER?

At what age did you get your first two wheeler ?

225 responses



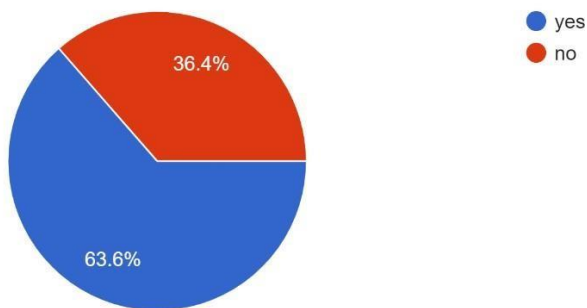
Interpretation

In the above given chart it represents that the 74.7 percent of respondents who got their first vehicle at the age of between 15-20, and 23.6 percent people get their first vehicle at the age of 21-25 and rest at the age of 26 and above .

6. DID SOCIAL MEDIA INFLUENCE YOUR THOUGHT TOWARDS TWO-WHEELER?

Did social media influence your thought towards two wheelers ?

225 responses



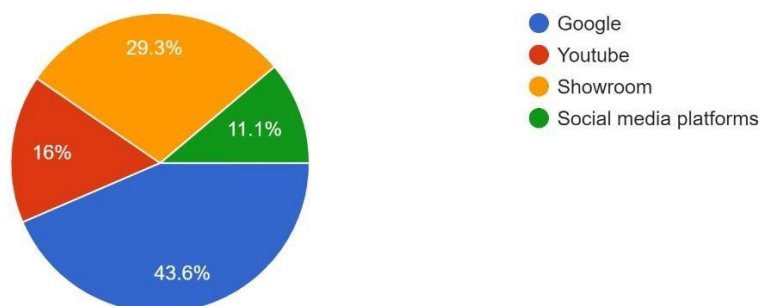
Interpretation

The above given chart represents that the 63 percent of people are been influence through social media towards their though of two-wheeler, and rest are not been influence towards their two-wheeler thought through social media.

7. WHERE DO YOU GO AND SEARCH ABOUT THE TWO-WHEELER BEFORE YOU PURCHASE?

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

225 responses



Interpretation

The above chart represents that, 43 percent of respondents google search about the two-wheeler before purchasing, 16 % of respondents search on YouTube before purchasing two-wheeler, 29% of respondents go for the showroom search before purchasing two-wheeler and rest 12% respondents search through social media platforms before purchasing any two-wheeler.

❖ RESULTS

The study found that social media marketing has a significant impact on consumer choice towards two-wheeler bikes. In particular, the study found that social media platforms such as Facebook, Instagram, and YouTube play a vital role in shaping consumer attitudes towards two-wheeler bikes. Specifically social media advertising, reviews, and recommendations influence consumer choice to a large extent. The study also found that consumers who are exposed to social media marketing are more likely to consider purchasing a two-wheeler bike compared to those who are not exposed to social media marketing.

Moreover, the study found that price and brand reputation are the most critical factors that influence consumer choice, followed by products features and after-sales service.

❖ CONCLUSIONS

The study will provide insights into the impact of social media marketing on consumer choice towards two-wheeler bikes. The results of this study suggest that social media marketing is an effective tool for businesses in the two-wheeler bike industry to influence consumer choice. 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-wheeler bikes. As a result, the two-wheeler manufacturing businesses should now focus on developing a favorable 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. It is important for two-wheeler bikes manufacturers to have a strong presence to reach their target audience and create brand awareness. As social media continues to evolve, it is important for businesses to stay up to date with the latest trends and technologies to remain competitive in the market. The study will also identify the most effective social media platforms for marketing two-wheeler bikes and the factors that influence consumer choice towards two-wheeler bikes. The recommendations provided in the study will help social media marketing strategies and attract more customers towards their products.

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