



E-ISSN: 2708-4523
P-ISSN: 2708-4515
Impact Factor (RJIF): 5.61
AJMC 2025; SP-6(3): 86-92
© 2025 AJMC
www.allcommercejournal.com
Received: 22-06-2025
Accepted: 25-07-2025

Netra Nilesh Wyawahare
Department of BBA, Dr. D. Y.
Patil, Arts Commerce &
Science College Pimpri, Pune-
18, Maharashtra, India

Study of customer preferences for two wheeler in PCMC region Pune

Netra Nilesh Wyawahare

DOI: <https://www.doi.org/10.22271/27084515.2025.v6.i3Sa.803>

Abstract

The research endeavour undertakes an in-depth examination of consumer preferences pertaining to two-wheelers within the geographical jurisdiction of the Pimpri Chinchwad Municipal Corporation (PCMC), located in Pune, Maharashtra, India. Considering the significant and dynamic transformations witnessed in the Indian two-wheeler industry over the past decade—characterized by rapid technological advancements, heightened competition, and shifting consumer expectations—there is an urgent need to analyse the complex interplay of factors that govern customer decision-making in this sector. The study adopts a comprehensive mixed-method research design**, incorporating quantitative surveys, qualitative interviews, and observational techniques to ensure a holistic understanding of consumer behaviour. Through this multifaceted methodology, the research aims to investigate critical dimensions of consumer choice, including brand perception and loyalty, vehicle classification preferences (such as scooters, motorcycles, and electric two-wheelers), desired features and specifications, sensitivity to pricing strategies, and expectations regarding post-sale services and maintenance.

The data is collected from a carefully curated sample of respondents residing in the PCMC region, with attention to demographic diversity, usage patterns, and socio-economic factors, ensuring the robustness and relevance of the findings. The analysis of this data is expected to yield actionable insights that can significantly benefit key industry stakeholders, including two-wheeler manufacturers, authorized dealers, service providers, and policy planners. Specifically, the study aims to inform strategic decision-making in areas such as product design and innovation, customer-centric marketing strategies, pricing models, and the enhancement of service delivery systems. Moreover, the empirical evidence generated through this research will contribute meaningfully to the broader academic discourse on consumer behavior in emerging markets, while also offering targeted recommendations to better address the evolving needs and preferences of the urban two-wheeler consumer segment in the PCMC area.

Keywords: Aggressive transformation, product development, service expectations, service improvement, consumer choices

Introduction

India's two-wheeler industry represents a dynamic and continuously evolving segment of the broader automobile market, and this transformation is particularly evident in the Pimpri Chinchwad Municipal Corporation (PCMC) area of Pune, Maharashtra. The region has witnessed substantial urban development and economic progression in recent years, which in turn has significantly influenced the transportation needs and behavioural patterns of its residents. As urbanization intensifies and commuting requirements become more complex, the demand for affordable, efficient, and practical modes of personal mobility has surged. In this context, the two-wheeler segment emerges as a critical component of urban transportation, especially in rapidly expanding regions such as PCMC.

The present study, titled "Analytical Study of Customer Preferences for Two-Wheelers in the PCMC Region of Pune," undertakes an extensive investigation into the multifaceted nature of consumer behaviour within this high-growth urban landscape. Recognizing that the decision-making process of consumers extends well beyond conventional considerations such as product specifications and cost, this research seeks to decode the interplay of multiple socio-economic, psychological, and situational factors that collectively shape consumer choices in the two-wheeler market.

To achieve this, the study employs a rigorous mixed-method research framework, integrating structured surveys, in-depth interviews, and field-based observational analysis. This methodology is designed to capture both quantitative trends and qualitative nuances in

Corresponding Author:
Netra Nilesh Wyawahare
Department of BBA, Dr. D. Y.
Patil, Arts Commerce &
Science College Pimpri, Pune-
18, Maharashtra, India

customer attitudes and preferences. The research explores a range of consumer considerations including brand perception and loyalty, preferred vehicle types (e.g., scooters, motorcycles, electric two-wheelers), prioritized features and functionalities (e.g., fuel efficiency, comfort, design), price sensitivity, and expectations concerning after-sales service and maintenance. The study involves the collection of primary data from a demographically and geographically diverse sample of PCMC residents, ensuring that the insights generated are representative and contextually relevant. By systematically analysing the data, the research aims to identify the most influential factors that drive consumer behaviour in this regional market. The outcomes of this investigation are expected to offer strategic value to key stakeholders, including two-wheeler manufacturers, local dealers, marketing professionals, and public policymakers.

Beyond its immediate practical applications, the study also aspires to enrich the academic understanding of consumer behaviour in urbanizing regions of India. It provides empirical evidence and conceptual clarity on how consumer preferences evolve in response to socio-economic transformations and infrastructural developments. In an industry marked by rapid innovation and shifting consumer expectations, this research serves as a valuable compass for navigating the changing dynamics of the two-wheeler market in the PCMC region. Ultimately, it seeks to bridge the gap between market demands and strategic business responses, fostering a more responsive and customer-centric approach within the two-wheeler industry.

Literature Review

Overview of the Indian Two-Wheeler Market

The Indian two-wheeler sector stands as a vital pillar of the nation's automotive industry, contributing significantly to both domestic mobility and economic activity. This market encompasses a broad spectrum of vehicle types, including conventional scooters, motorcycles, and an increasing presence of electric two-wheelers. As one of the largest two-wheeler markets globally, India has witnessed considerable changes in consumer behaviour over the years. These shifts are largely driven by evolving economic conditions, infrastructure development, and transformations in lifestyle and mobility preferences (Krishnan, 2019) ^[1]. The dynamism of this market reflects not only technological advancements but also the need to adapt to the rapidly changing expectations of a diverse population.

Consumer Preferences and Determinants of Purchase Decisions

Deciphering consumer behaviour in the Indian two-wheeler market presents a multifaceted challenge due to the vast range of factors influencing purchasing decisions. Numerous academic investigations have identified key determinants that affect how consumers select two-wheelers. These include, but are not limited to, brand loyalty, sensitivity to pricing, fuel efficiency, aesthetic appeal, and safety features (Dutta & Gupta, 2019; Hussain & Aziz, 2019) ^[2, 3]. While these variables commonly recur across studies, their relative importance can vary significantly depending on regional demographics, income

brackets, cultural values, and specific transportation needs. Consequently, a nuanced understanding of these elements is essential for manufacturers and marketers seeking to align their offerings with consumer expectations.

Regional Disparities in Consumer Behaviour

Geographic diversity within India gives rise to marked variations in consumer preferences, with distinct patterns emerging across different regions and urban centres. For instance, urbanized areas such as Pune frequently exhibit a preference for scooters, primarily due to issues like traffic congestion, limited parking space, and the ease of manoeuvrability offered by such vehicles (Bhowmick *et al.*, 2015) ^[4]. In contrast, semi-urban or rural markets may prioritize motorcycles for their durability and fuel economy over longer distances. These geographic nuances underscore the necessity for region-specific research that considers local transportation infrastructure, commuting habits, and socio-economic contexts. Given that the PCMC (Pimpri Chinchwad Municipal Corporation) region forms a key suburban extension of Pune, it is imperative to assess how such local dynamics shape consumer attitudes toward two-wheeler ownership.

Influence of Brand Loyalty and Regional Brand Presence

Brand loyalty remains a consistently influential factor in the decision-making process of Indian two-wheeler buyers. Consumers often develop a long-term affinity for specific brands, influenced by perceptions of product reliability, after-sales service quality, and overall brand reputation (Sharma, 2018) ^[5]. Additionally, the visibility and accessibility of local brands can play a substantial role in shaping consumer preferences. The presence of manufacturing units, regional dealerships, and localized advertising campaigns can enhance brand familiarity and trust (Venkatesh, 2020) ^[6]. The proximity of the PCMC region to Pune—a major hub for several prominent two-wheeler manufacturers could significantly impact consumer inclination toward certain brands, owing to better service networks, quicker availability of spare parts, and localized marketing strategies.

Objective

To examine region-specific consumer inclinations by analyzing the unique preferences for two-wheelers within the PCMC area, considering the impact of urban development, traffic congestion, and the presence of locally available two-wheeler brands."

Data Collection

"This research utilizes primary data, specifically gathered from women two-wheeler users residing in the PCMC region of Pune. The data collection focuses on key variables such as age, income category, occupational status, economic factors influencing purchasing decisions, and aesthetic preferences related to vehicle selection."

Data Interpretation Parameter 1

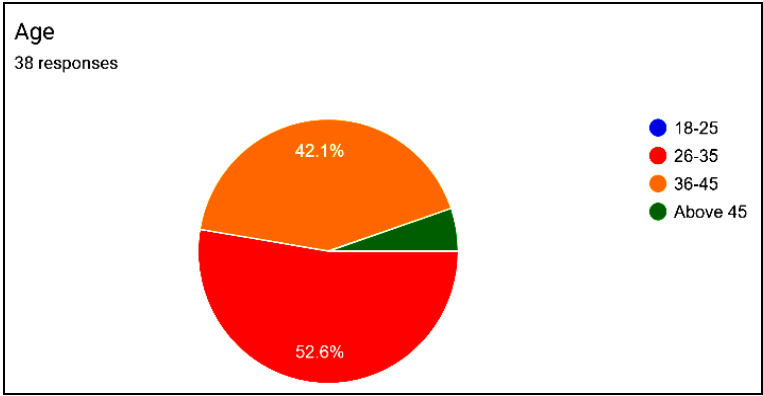


Fig 1: Age

The chart illustrates the age-wise distribution of respondents participating in the study. A significant majority, comprising 52.6%, fall within the 26-35 age group, indicating this category as the dominant demographic segment. This is followed by 42.1% of respondents belonging to the 36-45 age bracket, further emphasizing the relevance of middle-aged adults in the study. In contrast, a smaller proportion of participants, 2.6%, are from the 18-25 age group, while

5.1% of the sample consists of individuals above the age of 45. These figures collectively suggest that the two-wheeler user base in the PCMC region is predominantly composed of individuals between 26 and 45 years of age, making this demographic particularly crucial for targeted marketing and product development strategies.

Parameter 2

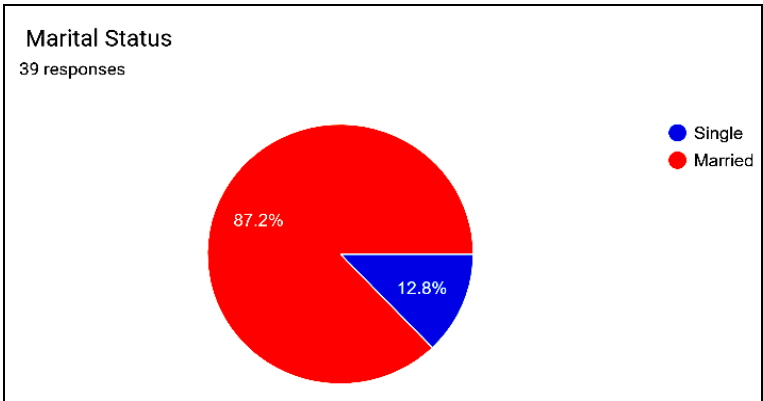


Fig 2: Marital Status

In the above chart we see that 87.2% of respondents are married and 12.8% respondents are not.

Parameter 3

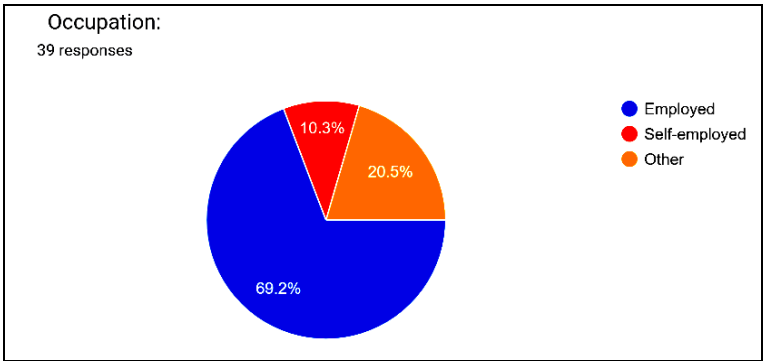
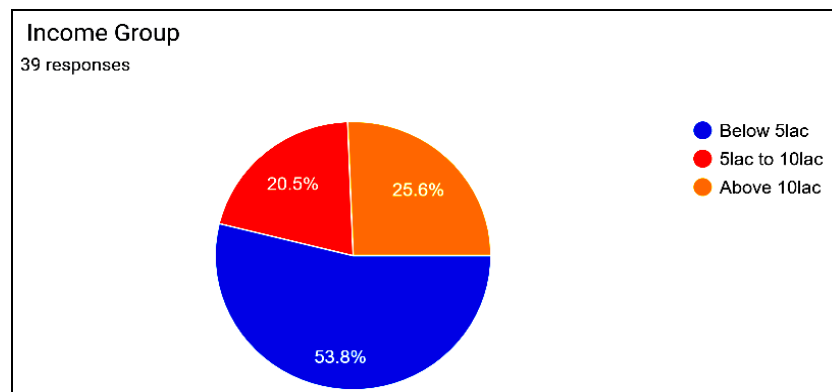


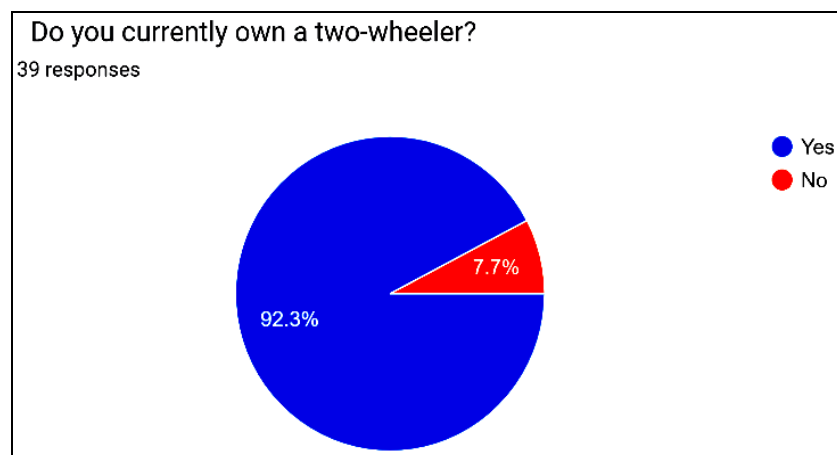
Fig 3: Occupation

In the above char we see that, 69.2% respondents are employed, 20.5% respondents are other and 10.3% are self-employed.

Parameter 4**Fig 4: Income Group**

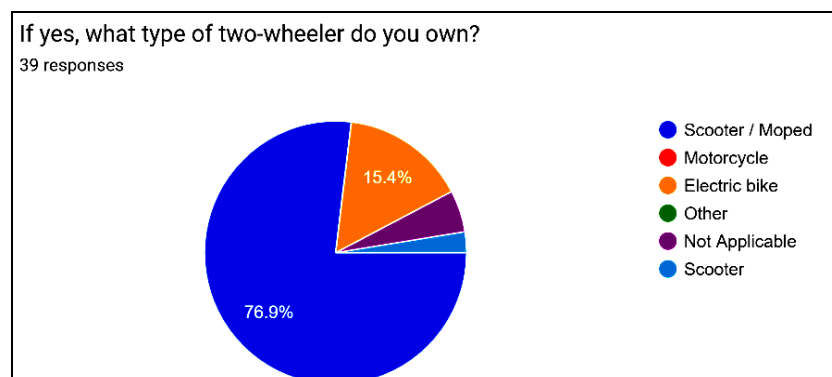
In the above chart we see that 53.8% respondents are from the income group of below 5lac, 20.5% are respondents from the income group of 5lac to 10lac and 25.6%

respondents are from income group of above 10lac.

Parameter 5**Fig 5: Do you currently own a two wheeler?**

In the above chart we see that 92.3% respondents are owning two wheelers and 7.7% do not own the two

wheelers.

Parameter 6**Fig 6: If yes what type of two wheeler do you own?**

In the above chart we see that 76.9% respondents owns scooter/moped as their two wheelers (fuel based) and 15.4% respondents owns Electric bikes and 2% respondents do not own any kind of two wheelers.

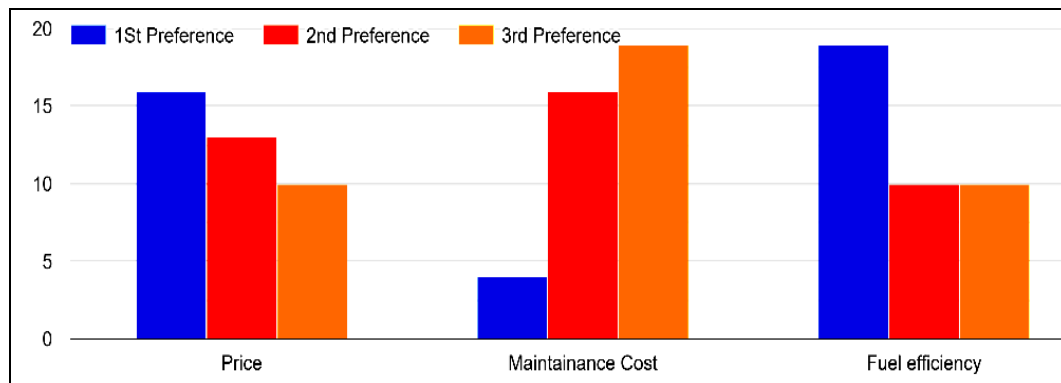
Parameter 7

Fig 7: Rank the blow economic parameters for the selection of two wheeler in order of your preference

In the above bar graph, we see that on economic parameter, respondents have given 1st preference to fuel efficiency, 2nd preference to maintenance cost and 3rd preference to price.

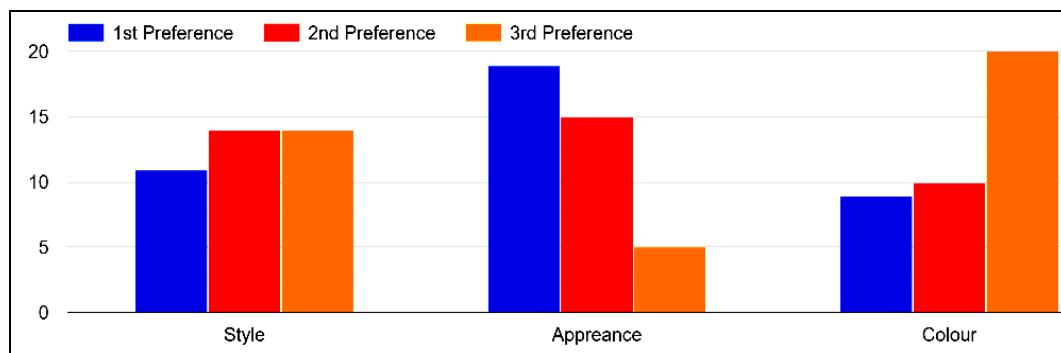
Parameter 8

Fig 8: Rank the blow advent parameters for the selection of two wheeler in order of your preference

In the above bar graph, we see that on advent parameter, respondents have given 1st preference to colour, 2nd preference to appearance and 3rd preference to style.

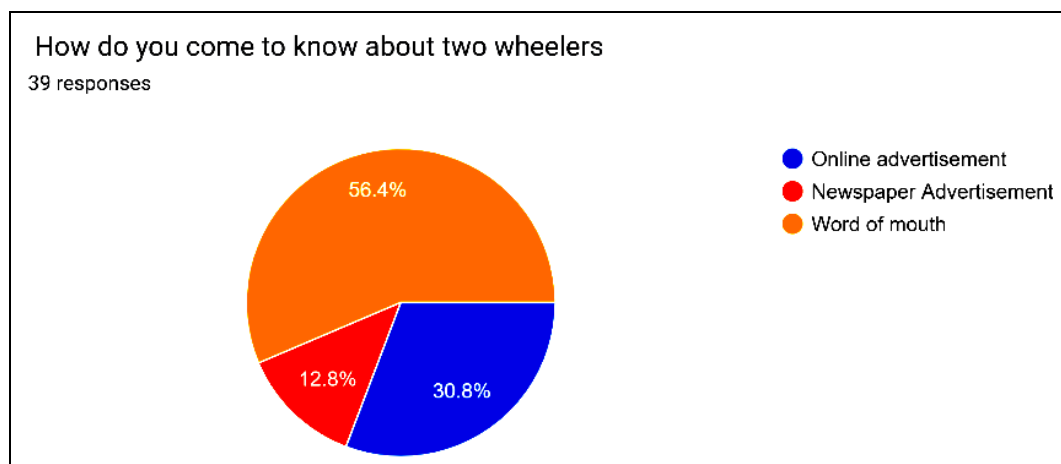
Parameter 9

Fig 9: How do you come to know about two wheelers?

In the above chart we see that 56.4% respondents come to know about the vehicles from word of mouth, 30.8% from Online advertisements and 12.8% from Newspaper Advertisements.

Parameter 10

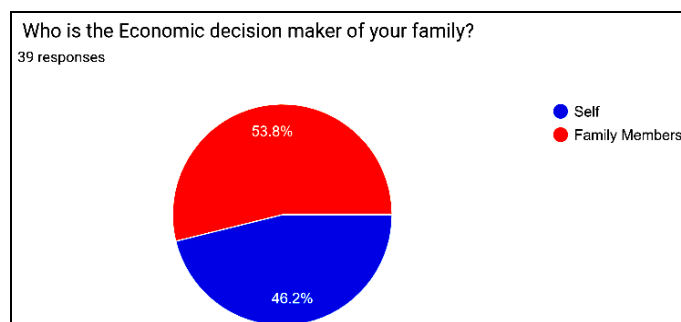


Fig 10: who is the economic decision maker of your family?

In the above chart we see that despite of all the other parameters the 53.8% final financial decision is taken by family members and only 46.2% of decision is taken by respondents.

Analysis / Conclusion

Analysis

Demographic Analysis and Consumer Behaviour Insights

Age Group Analysis

Most survey participants fall within the 26 to 45 age range, identifying this segment as the primary consumer base for two-wheeler products in the Pimpri Chinchwad region. This age group represents individuals who are typically engaged in professional activities and are actively involved in financial decision-making. As such, this demographic should be considered the central focus for marketing campaigns, product development initiatives, and feature enhancements, given their mobility needs and purchasing power.

Marital and Employment Status

A significant portion of respondents are married and gainfully employed, indicating a stable socio-economic profile. This suggests a reliable source of income and greater potential for discretionary spending. The combination of marital responsibility and professional engagement further implies that such individuals are likely to prioritize practical, cost-effective, and family-oriented mobility solutions, making them an ideal audience for value-driven and utility-focused offerings.

Income Profile

An appreciable segment of the surveyed population reports an annual income below ₹5 lakhs, pointing toward a price-sensitive consumer base. This financial profile underscores the necessity for affordability and economic viability in both the pricing and financing structures of two-wheelers. Product positioning strategies must therefore highlight cost-effectiveness, long-term savings (such as fuel economy and low maintenance), and accessibility through flexible financing or EMI options.

Ownership and Product Preference Patterns

A considerable number of participants already own two-wheelers, with a clear inclination toward fuel-powered scooters and mopeds. This reveals a consumer preference for affordable, easy-to-operate, and fuel-efficient vehicles that serve daily commuting purposes effectively. The

findings suggest a strong demand for low-maintenance, practical vehicles suited to urban commuting, especially within congested city environments like PCMC.

Key Purchase Influencers

Economic considerations, particularly fuel efficiency and ongoing maintenance costs, emerge as critical determinants in the purchasing decision. Additionally, aesthetic factors, notably vehicle colour and overall appearance, also play an influential role in the final selection process. This indicates that while functionality and affordability remain primary concerns, consumers are equally attentive to the visual appeal and personal style associated with their two-wheelers.

Information Access and Decision Drivers

Word-of-mouth communication is identified as the predominant source of information regarding two-wheeler options. This emphasizes the enduring impact of peer influence and social recommendations in shaping consumer decisions. Marketers must recognize the value of community trust and reputation, making brand advocacy, customer testimonials, and user-driven promotions essential components of outreach strategies.

Decision-Making Dynamics

The findings also highlight that family members, particularly spouses and elders, exert a significant influence over the final purchasing decision. This suggests that two-wheeler purchase behaviour is often a collective family decision rather than an individual choice. Consequently, marketing approaches should incorporate messaging that resonates with family values, shared benefits, and household utility.

Strategic Implications

These insights into demographic patterns, income distribution, ownership trends, and behavioural influences are critical for tailoring effective business strategies. Understanding the motivations and constraints of this core consumer segment enables two-wheeler manufacturers and marketers to align product features, pricing models, promotional techniques, and customer engagement tactics to better suit the needs and expectations of their target audience in the PCMC region.

Conclusion

The comprehensive evaluation of respondent demographics, consumer preferences, and decision-making determinants

offers critical insights into the behavioral dynamics of the target market. The prominence of the 26-35 and 36-45 age cohorts—which together constitute a substantial majority of the surveyed population—clearly establishes these age groups as key consumer segments. Therefore, it becomes imperative for manufacturers and marketers to align product features, design, and promotional strategies with the lifestyle expectations and practical requirements of this dominant age group.

The considerable proportion of married respondents suggests that family dynamics play a significant role in shaping purchasing behavior. This is further reinforced by findings indicating that over half of the final purchase decisions (53.8%) are influenced or made by other family members. This underscores the importance of integrating familial considerations into product development and marketing communication, with emphasis on collective benefits, safety, and utility for household use.

Insights into employment status and income distribution reveal a notable presence of consumers within the sub-₹5 lakh annual income bracket, highlighting a widespread need for cost-sensitive and economically viable two-wheeler options. As a result, offering affordable products, competitive pricing, and flexible financing or installment-based purchasing options will be crucial to effectively penetrate this market segment.

Ownership data shows an overwhelming 92.3% of respondents already possess a two-wheeler, indicating the high reliance on personal mobility solutions in this region. The preference for fuel-based scooters/mopeds alongside a growing interest in electric bikes reflects a diverse set of mobility needs and environmental concerns. This dual demand suggests a promising opportunity for manufacturers to address both conventional and eco-conscious segments through varied product lines.

Moreover, economic factors such as fuel efficiency and ongoing maintenance costs emerged as major influencers in the decision-making process. Therefore, these attributes must be prominently highlighted in product specifications and marketing narratives. At the same time, the importance placed on vehicle aesthetics—including color, design, and visual appeal—demonstrates that emotional and visual factors significantly shape consumer choices, particularly in a market that values personal identity and style.

In terms of information dissemination, word-of-mouth communication continues to dominate as the most trusted and influential source of product knowledge. While digital advertisements are gaining traction, businesses must adopt an integrated approach, combining traditional referral-based influence with modern digital outreach to maximize visibility and consumer engagement.

In summation, a nuanced understanding of the interconnected factors—demographic trends, financial capabilities, lifestyle preferences, and social influences—is essential for companies aiming to position their two-wheeler products effectively in the PCMC region. Strategic focus should be placed on addressing family-based decision dynamics, economic accessibility, and a spectrum of product expectations, all tailored to meet the evolving needs of this high-potential urban market.

References

1. Krishnan A. Evolution of consumer preferences in the Indian two-wheeler market. *Indian J Automot Stud.*

2019;12(3):45-58.

2. Dutta S, Gupta R. Understanding factors influencing two-wheeler purchasing decisions: a comprehensive study. *J Consum Behav India.* 2019;6(2):112-25.
3. Hussain M, Aziz S. Determinants of consumer choices in the Indian two-wheeler market: a comparative analysis. *Int J Mark Consum Res.* 2019;4(1):76-89.
4. Bhowmick R, *et al.* Scooter preference in urban areas: a case study of Pune city. *Transp Res J.* 2015;8(2):35-48.
5. Sharma P. Brand loyalty in the Indian two-wheeler industry: a study of customer preferences. *Indian Mark Rev.* 2018;10(4):211-25.
6. Venkatesh N. Impact of local brands on consumer choices: insights from the two-wheeler market in Pune. *J Reg Econ.* 2020;15(1):78-91.