**Abstract**

The feeling of liberty and living being one with a nature comes only for riding two wheelers. Indians preferred two wheelers because of their small convenient size, low maintenance, pricing and easy loan repayments. Indian Two-Wheeler Industry is the largest in the world as far as the aspect of production and sales are concerned. India is the prime two-wheeler markets which help in rising growth in Indian automobile industry. The automobile industry is the most valuable industry and the foremost factors which influence the demand of two wheelers in India are increasing population, easy accessibility of finance, driving comfort etc. Students buying behaviour is the study of how, when and what the students buy. There are generally two type of psychology that explains the students buying behaviour. First is Cognitive psychology which is associated to mental behaviour and second is social psychology which is associated to the attitude and behaviour of individual. The two wheeler sector contributes very high volume of all the sections in automobile industry in India. It consists of three sections viz. scooter, motor cycle and moped.