



State of **Digital Buying Experiences** in India's Two-Wheeler Industry

How Digital Showrooms, Vehicle Configurators and AI-Powered Engagement Are Reshaping the Two-Wheeler Buying Journey

**2026
Edition**



Digital Showrooms
Immersive Discovery



AI Sales Agents
Contextual Engagement



Digital Buying
Frictionless Checkout

KEY INSIGHTS AT A GLANCE

The Digital Buying Journey Is Being Rewritten

01



01 Buyers Are Deciding Earlier

81% of automotive buyers use online sources during their purchase journey before visiting a dealership. Research, comparison, and evaluation are increasingly happening before initial contact with a sales representative.

02



Digital Experiences Are Lagging Expectations

Vehicle buyers are spending more time researching and evaluating options online, yet many OEM websites continue to function primarily as information hubs rather than interactive buying experiences.

03



Product Discovery Is Becoming a Strategic Differentiator

Vehicle configurators, interactive product exploration, and guided digital journeys are emerging as powerful tools for influencing consideration and purchase decisions.

04



AI Is Becoming the First Point of Engagement

Customers increasingly expect instant responses, personalized guidance, and always available assistance throughout their buying journey.

05



Intent Data Is the Next Competitive Advantage

Leading automotive organizations are placing greater emphasis on understanding buyer behaviour, engagement patterns, and digital intent signals before dealership visits occur.



What This Means for Industry Leaders

The shift from digital channels to digital experiences represents one of the most significant opportunities for OEMs and EV brands in India's two-wheeler market. Organizations that recognize this shift early and invest in building genuine digital buying experiences will establish meaningful competitive advantages.

The Research-First Buyer

Today's buyers research, compare, and evaluate vehicles long before speaking with a salesperson. Digital channels now play a critical role in shaping consideration and purchase decisions.

THE TRADITIONAL PATTERN (THEN)



THE EVOLVED DIGITAL ROUTE (NOW)



81% of automotive buyers use online sources before visiting a dealership

Buyer Expectations Are Evolving

Independent product exploration

No high-pressure early sales pitches.

Easy variant comparison

Interactive, flexible side-by-side analysis

Rich feature discovery

Exploring tech features visually

Instant answers

Conversational AI resolution 24/7

Seamless online-to-dealership experiences

Digital journey continues in-store seamlessly



Strategic Implication: Brands that influence customers before the dealership visit gain a significant advantage in engagement, consideration, and conversion.

The Digital Experience Gap

A comparative analysis mapping the delta between modern buyer expectations and legacy OEM web standards.

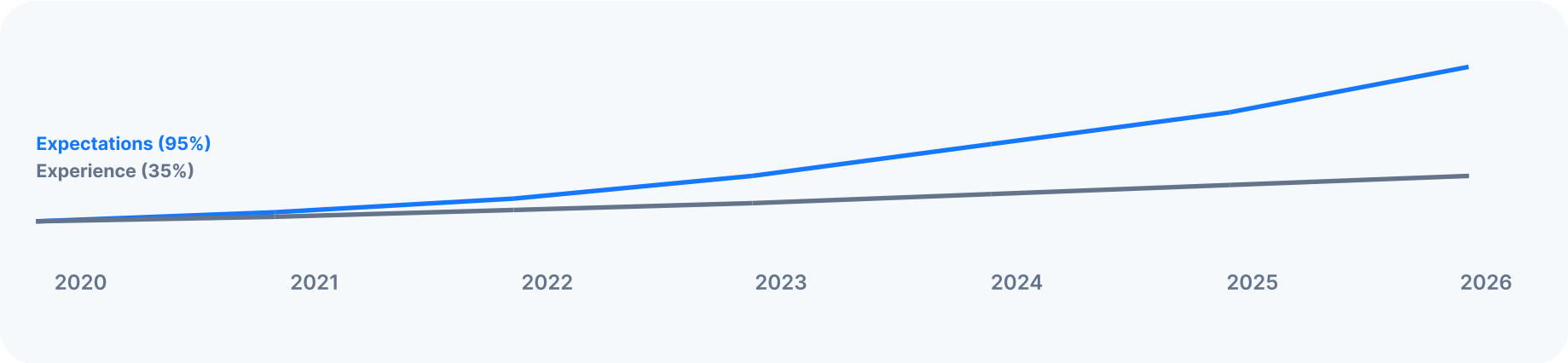
WHAT BUYERS EXPECT

-  Interactive product exploration and 360 - degree views
-  Easy comparison across models and variants
-  Personalised recommendations based on preferences
-  Instant answers to product and purchase questions
-  Connected online-to-dealership experiences

WHAT LEGACY DX STILL OFFERS

-  Static product pages and image galleries
-  PDF brochure downloads
-  Generic enquiry forms
-  Basic FAQ or scripted chatbots
-  Limited personalisation or follow-up

The Emerging Gap (2020 - 2026)



Strategic Implication: The gap between buyer expectations and current digital experiences is not closing — it is widening. Every month of delay increases the distance between what customers expect and what brands deliver.

Five Trends Reshaping Digital Buying Experiences

The two-wheeler industry's digital landscape is being reshaped by five interconnected trends that are redefining how buyers discover, evaluate, and choose vehicles.

01

Digital Showrooms

Brands are extending key showroom experiences into digital channels, enabling customers to explore products, features and variants before visiting a dealership.

02

Interactive Product Discovery

Customers increasingly expect to explore products rather than simply read about them. Guided journeys, visual storytelling, and feature-led experiences are becoming essential tools for engagement.

03

Vehicle Configurators

Vehicle configurators are evolving from product showcase tools to decision-enablement platforms, helping buyers compare options, personalize choices and build purchase confidence.

04

AI-Powered Customer Engagement

AI is emerging as the first point of engagement for many customers, providing instant answers, guided exploration and always-on support throughout the buying journey.

05

Buyer Intent Intelligence

Leading brands are increasingly focused on understanding what customers are researching, comparing, and engaging with before they interact with dealerships.

Industry Observation: The role of digital channels is shifting from **information delivery** to **buyer enablement**.

The organizations gaining the greatest advantage are those enabling customers to discover, evaluate and build confidence before a dealership interaction occurs.

The Five Gaps Limiting Digital Buying Performance

As customer expectations evolve, many digital buying journeys continue to be constrained by a common set of challenges.

01

Static Product Experiences

Many websites provide information about vehicles but do little to help customers experience them. Product discovery often remains passive, limiting engagement and purchase confidence.



02

Poor Customer Engagement

Once a visitor lands on a website, meaningful interaction opportunities are often limited. As a result, customers leave before progressing deeper into the buying journey.



03

Weak Lead Qualification

Traditional lead forms capture contact information but rarely capture buying intent, customer preferences, vehicle interests or purchase readiness.



04

Limited Visibility into Buyer Intent

Many manufacturers have limited insight into what customers are researching, comparing or engaging with before a dealership interaction.



05

Disconnected Digital and Dealership Experiences

The transition from online research to dealership visit remains largely disconnected, with limited continuity between what a buyer explored digitally and their in-store experience.



Industry Observation: Improving digital buying experiences is no longer about generating more traffic or collecting more leads. The real opportunity lies in helping customers make better buying decisions while providing sales and marketing teams with deeper insight into buyer intent and readiness.

KEY QUESTION FOR LEADERS

Are your digital channels helping customers make buying decisions, or simply helping them find information?

Digital Buying Experience Maturity Model

A framework for assessing and advancing digital buying experience capabilities across five maturity levels.

LEVEL**1****Digital Brochure****INFO DELIVERY**

Characteristics: Static product pages, image galleries, specification tables, PDF downloads, basic enquiry forms.

Experience: Passive information consumption with limited interaction.

LEVEL**2****Product Information Hub****PRODUCT EDUCATION**

Characteristics: Organised product catalogues, comparison tools, variant selectors, structured content, improved navigation.

Experience: Better information access but still largely passive.

LEVEL**3****Interactive Product Discovery****PRODUCT EXPLORATION**

Characteristics: Interactive product views, visual configurators, feature exploration, guided discovery paths.

Experience: Active exploration with meaningful interaction.

LEVEL**4****Digital Showroom****CUSTOMER ENGAGEMENT**

Characteristics: Immersive product experiences, AI-powered assistance, personalised journeys, intent-aware interactions.

Experience: Engaged, personalised, and responsive.

LEVEL**5****AI-Powered Buying Experience****BUYER ENABLEMENT**

Characteristics: Predictive engagement, intent-driven journeys, seamless online-to-offline continuity, autonomous buying assistance.

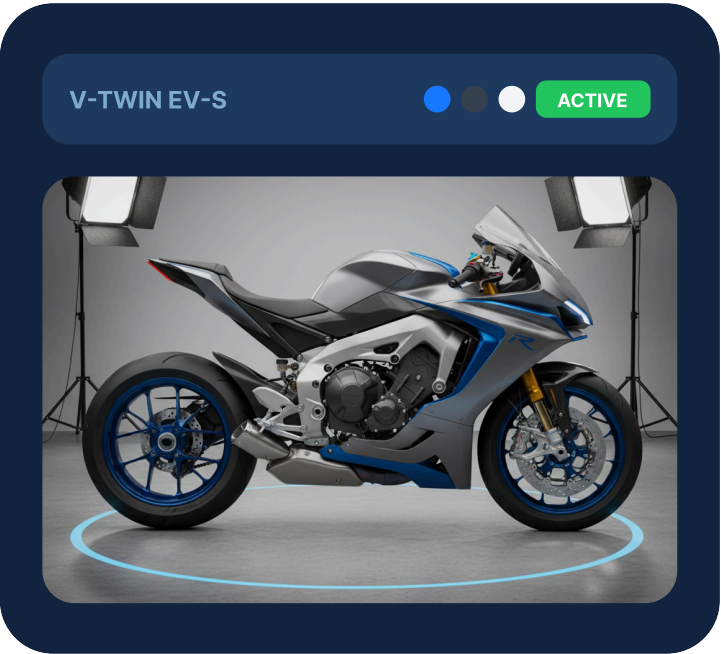
Experience: Empowered, confident, purchase-ready.

Industry Observation: Most organizations today operate between **Level 2** and **Level 3**, with growing investment in vehicle configurators, digital showrooms, and AI-powered engagement capabilities.

The next wave of competitive advantage will come from helping customers make better buying decisions while providing marketing and sales teams with deeper visibility into buyer intent.

What Leading Brands Are Doing Differently

High-maturity organizations are rethinking digital channels as buying experiences, not information destinations. While approaches vary across manufacturers, industry leaders are increasingly focusing on a common set of capabilities that improve customer engagement, product discovery, and purchase confidence.



1 Enabling Self-Service Product Discovery

Leading brands allow customers to explore products, compare variants, and understand features independently before engaging with sales teams.

2 Reducing Dependence on Dealerships for Product Education

Rather than relying solely on dealership interactions, leading organizations are bringing product education earlier into the digital journey.

3 Using Configurators to Build Purchase Confidence

Vehicle configurators are increasingly being used as decision-support tools, helping buyers evaluate options and personalize their choices.

4 Capturing Buyer Intent Signals

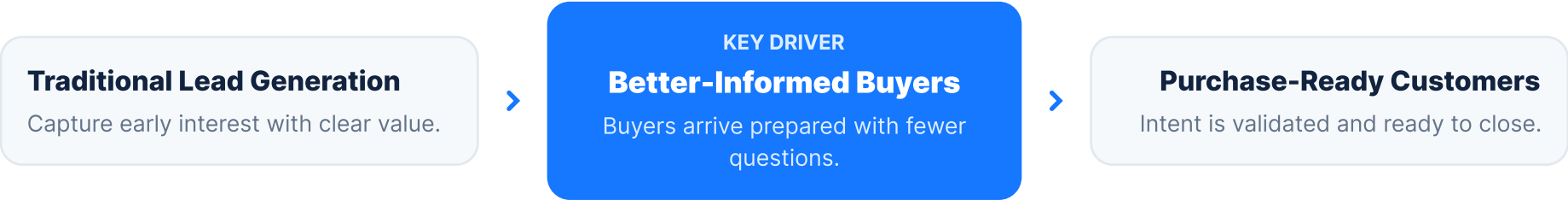
High-performing organizations place greater emphasis on understanding customer behaviour, interests and engagement patterns before lead handoff.

5 Providing Instant and Contextual Assistance

AI-powered engagement is helping brands answer questions, guide customers through product discovery, and maintain engagement throughout the buying journey.

COMMON OUTCOME

Organizations investing in these capabilities are moving beyond traditional lead generation and focusing on a more valuable outcome:



When customers arrive at dealerships with stronger product understanding and higher purchase confidence, marketing, sales and customer experience teams all benefit.

STRATEGIC IMPLICATION

Competitive advantage is increasingly shifting from who generates the most leads to who creates the most informed and purchase-ready customers.

ACTION PLAN FOR OEMS

Priorities for OEM and EV Leaders

A phased, 24-month roadmap to building immersive digital buying experience capabilities.

0-6 MONTHS

PHASE 1

Immediate Priorities

Strengthen Product Discovery

Make it easier for buyers to explore products, compare variants, and understand key differentiators before visiting a dealership.

Improve Customer Engagement

Shift from static information delivery to more interactive and guided experiences.

Review Lead Capture Processes

Focus on understanding customer interests and intent, not just collecting contact details.

6-12 MONTHS

PHASE 2

Mid-Term Priorities

Introduce Interactive Experiences

Invest in capabilities such as vehicle configurators, guided product exploration, and digital showroom experiences.

Improve Buyer Journey Visibility

Capture meaningful engagement signals across digital touchpoints to better understand customer behaviour.

Create Connected Experiences

Reduce friction between online research and dealership interactions

12-24 MONTHS

PHASE 3

Strategic Transformation

Deploy AI-Powered Engagement

Provide customers with instant, intelligent assistance throughout the buying journey.

Build Intent-Driven Customer Journeys

Use behavioural insights to personalize interactions and improve sales readiness.

Establish a Digital Showroom Strategy

Create immersive buying experiences that complement and enhance dealership interactions.

Three Questions Every Leadership Team Should Be Asking

01

How easily can customers understand our products without speaking to a salesperson?

02

How effectively are we capturing buyer intent before dealership visits?

03

Would our digital experience help a customer make a confident purchase decision today?

Closing Insight : The most successful automotive brands will not be those with the most digital channels. They will be the ones that use digital experiences to create more informed, confident, and purchase-ready customers before the first dealership interaction occurs.

Sources

This report combines publicly available industry research, automotive customer experience studies, digital retail insights, and XA360's independent analysis of digital buying experiences across the two-wheeler and EV ecosystem.

01



Cox Automotive

Car Buyer Journey Study (2025-2026)

Referenced in: Key Insights at a Glance, The Research-First Buyer, The Digital Experience Gap, What Leading Brands Are Doing Differently, Priorities for OEM and EV Leaders.

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XA360 Industry Analysis

Referenced in: The Five Gaps Limiting Digital Buying Performance, Digital Buying Experience Maturity Model.

Disclaimer

Findings presented in this report are based on publicly available information and XA360's independent analysis of industry trends and digital buying experiences.

About XA360

Helping automotive brands engage, educate and qualify buyers before dealership visits through **Digital Showrooms** and **AI-powered customer engagement experiences**.

Powered By Exathought



Digital Showrooms



Vehicle Configurators



AI Sales Agents



Buyer Intent Analytics



Lead Qualification

Request a Digital Buying Experience Review

Discuss your current customer journey and identify opportunities to improve product discovery, customer engagement, and lead qualifications.