

Factors Influencing the Purchase Intention of Motorcycles among Undergraduate Students



Pawan Thapa¹

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¹BBA Graduate
DAV College
Tribhuvan University, Nepal
Email: pawanthapa408@gmail.com

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Abstract

This study aims to examine the factors influencing bike purchase intention among undergraduate students in Nepal. Specifically, it analyzes the impact of brand image, product and service quality, social media advertising, and peer influence on students' intention to purchase bikes. The study adopted quantitative, cross-sectional research design. Primary data were collected through structured questionnaires distributed to undergraduate students. The survey items were measured using a Likert scale. Statistical analysis was conducted using SPSS, including reliability analysis, descriptive statistics, correlation analysis, and multiple regression analysis to examine relationships among the variables. The results indicate that brand image, product and service quality, and peer influence have a significant positive effect on bike purchase intention among undergraduate students. Among these factors, product and service quality emerged as the strongest predictor. However, social media advertising has statistically no significant influence on purchase intention. The findings suggest that bike manufacturers and marketers should focus on strengthening brand image, improving product quality, and leveraging peer influence and social networks to enhance students' purchase intentions.

Keywords – Bike purchase intention, Brand image, Peer influence, Product and service quality, social media advertising

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1. Introduction

With the high rate of urbanization, growth of traffic jams, low efficiency of the public transport systems and improved mobility demands of the young adults, two-wheelers have emerged as one of the most preferred modes of transport in Nepal (Acharya & Upadhaya, 2026). A large portion of this market is the university students and the new graduates as the students are starting to use motorcycles and scooters as a very important mode of transport to the universities, their workplaces and in socializing with other people. An increase in the disposable income, the flexibility of installment-based financing, and the growing exposure to the global lifestyle trends are additional factors that have increased the pace at which the Nepali youth have acquired two-wheelers (Neupane & Sawagvudcharee, 2019).

Purchase intention refers to a conscious intention or willingness of a person to purchase a given product, and it has greatly attracted the literature on consumer behavior. The Theory of Planned Behavior states that purchase intention is a good predictive of actual buying behavior (Ajzen, 1991). Knowledge about purchase intention is of great essence in very competitive markets like the two-wheeler industry where numerous companies produce certain products of equal functional value. Determining the variables that determine the purchase intentions of students may assist the manufacturers and marketers in creating successful product positioning and promotion strategies (Akram et al., 2018; Maulana et al., 2025).

Brand image is one of the significant factors when it comes to purchase intention and is the association, belief, and perceptions of the consumers regarding a specific brand (Asshidin et al., 2016). Good and positive brand image stimulant consumer trust, perceived risk, and probability of purchase (Keller, 2013; Karpinska-Krakowiak, 2021). It has been demonstrated that brand image is a determinant of the purchase intention in the automotive and motorcycle markets (Jim, 2023; Le et al., 2025). The brand image is usually used as a representation of social identity, prestige, and modern lifestyle among university students (Brady et al., 2001), and hence it is a critical determinant in university students purchasing decisions. Product quality is another important reason behind purchase intention. Under the product quality attribute, the qualities of a product (in two wheels) cover engine performance, fuel economy, durability, safety, and reliability. With the students being usually financially constrained, they prefer to have cars that add long term value to them and which do not demand high expenses to maintain. As per empirical evidence, the perceived product quality directly and positively influences the purchase intention because it guarantees functional satisfaction and financial efficiency (Neupane & Sawagvudcharee, 2019; Kumar et al., 2025). Besides the quality of the product, the quality of the service, especially an after sales service, also contributes significantly to the creation of customer confidence and the long-term relationships with the brand (Canny, 2013; Chaudhary et al., 2025). Service quality incorporates warranty services, availability of spare parts, maintenance support and responsiveness of the dealer. Good service quality enhances satisfaction among customers and builds brand trust (Parasuraman et al., 1988). In the case of university students, goods after sales services help to reduce their doubts about ownership and it can lead to their willingness to buy a specific brand of bike.

Moreover, word-of-mouth communication is regarded as one of the most credible sources of information in the consumer decision-making process. Word-of-mouth is communication between consumers that is not formal as they share their experiences with products or services. People can be satisfied with the recommendations of their friends, relatives, and peers better than with the traditional advertising, according to research (Kotler & Keller, 2016; Liang et al., 2024). Positive word-of-mouth minimizes the perceived risk and increases the purchase intention, especially to young consumers.

The peer influence has also been very strong on university students who tend to conform to their consumption trends with their social groups (Chetioui et al., 2020). Attitudes, preferences and social acceptability of a product are influenced by peer influence (Clemes et al., 2011; Chaudhary et al., 2024). Research has shown that students would have more intentions to buy products which their peers are popular with (Pepe, 2025). Social media further enhances the power of peers in the contemporary digital sphere since students can see ownership trends, reviews, and recommendations that are being proffered by others in their network (Cronin et al., 2000).

Although university students are becoming very crucial in the market of the two wheelers in Nepal, there is a lack of empirical studies to examine how the brand image, product quality, service quality, word of mouth, peer influence, and social media advertising affect the purchase intention. This paper would thus fulfill this gap by presenting empirical evidence in the Nepali context. The results are relevant to the literature of consumer behavior and provide a practical implication on marketers, policymakers, and industry players to gain a better understanding of the purchase decisions of young consumers and to influence them.

2. Literature Review and Hypotheses Development

Theoretical Foundation

The image of the brand is based on the Brand Equity Theory that assumes that the attitudes and feelings of a consumer before making a purchase depend on his or her perceptions and associations of the brand. The Customer Based Brand Equity (CBBE) model by Keller describes how brand knowledge like an image and awareness develop favorable, strong, and distinctive connections that cause purchase intentions (Keller, 1993). It has been found that brand image serves as a mediator between the marketing stimuli and consumer intention in which, increasing the brand image leads to higher purchase intentions (Jasin, 2025; Laksamana, 2018). Experimental evidence also supports the fact that social media marketing and eWOM has a great impact on brand image that subsequently increases the purchase intention hence the importance of cognitive and affective brand evaluations in consumer choice behavior. The main constructs used in the SERVQUAL model, and Perceived Quality Theory are product and service quality, as they focus on consumer satisfaction and behavioral intentions which depend on performance of the product/service compared to expectations (de Oña et al., 2015; Kumar et al., 2025). The Quality Value Satisfaction paradigm on perceived quality, value perceptions and satisfaction are directly influenced by perceived quality and lead to purchase intentions (Zeithaml et al., 1996). Recent findings also point out that quality and service excellence increases trust and long term intentions amongst consumers and indicates that quality serves a psychological function and lessens purchase risk and encourages repeat buying behaviors (Pertiwi et al., 2025). These findings substantiate the hypothetical idea that quality evaluations come before the mental intentions of consumption.

Brand Image and Purchase Intention

The brand image is important in influencing consumer relationships and perceptions by being socially influential, marketing communicative, and customer experience (Keller, 1993). A good brand image indicates quality, creates recognition, and decreases perceived risk increasing the chances of buyers utilizing a specific brand (Esch et al., 2006; Wu et al., 2011). Empirical research always demonstrates that the brand image has a significant and positive influence on purchase decisions because it is the heuristic that consumers tend to use to consider the options (Lien et al., 2015; Macdonald & Sharp, 2000; Sinurat et al., 2023; Patel et al., 2022). Regarding the two-wheelers, the brand image is also found to be among the determinants of purchase in research among Nepalese college students along with the credibility of the manufacturer and the reliability of the products (Timilsina & Jnawali, 2024). Thus, it can be hypothesized;

H1: There is significant relationship between brand image and purchase intention.

Product and Service Quality and Purchase Intention

Customer satisfaction, trust, purchase intention are major factors that are determined by their quality. The concept of quality is whereby a product, or service can perform, or reliably perform, and offer support of service beyond the expectations of the customers (Gera et al., 2017; Qadri et al., 2023). Quality products and services lead to perceived value; less risk and customer satisfaction which in turn assures purchase and repurchase behavior. The previous studies indicate that quality perceptions have a direct and indirect impact on purchase intentions depending on trust, satisfaction, and word of mouth communication (Pertiwi et al., 2025). The association with the aspect of constant quality in the competitive markets is important in the context of buying a motorcycle as consumers usually consider the product qualities (duration, performance, quality of maintenance and services) and the overall excellence of the selection.

H2: There is significant relationship between product & service quality and purchase intention.

Social Media Advertising and Purchase Intention

Through social media advertising, consumers have revolutionized their consumer discovery and consumer interaction with brands. It comprises both paid advertisements and unpaid content that is published on Facebook and Instagram which enable a brand to connect directly with the users and motivate them to take action. It has been found out that social media marketing can manipulate brand image, trust, and purchase intention through providing interactive and targeted messages (Laksamana, 2018). The implication of likes, comments and online endorsements also contribute to the strength of social media advertising through the concept of social proof (Bakshy et al., 2012). Research also shows that social media marketing actions and electronic word-of-mouth promote brand recognition and trust as well as product appeal that eventually leads to improved purchase intentions among consumers (Tarn, 1999).

H3: There is significant relationship between social media advertising and purchase intention.

Peer Influence and Purchase Intention

Peer Influence refers to the consumer-to-consumer offline and electronic communications (eWOM) where the exchange of information, positions and recommendation and evaluation of products or services is provided (Hennig-Thurau et al., 2004). The influence of WOM is especially high since it has a high level of credibility and trust, as it is interpersonal and considered as authentic; consumers strongly base their ideas on peer recommendations in assessing product features and in purchasing the product (Sidharta et al., 2025). Empirical studies indicate that positive peer effect enhances brand image, perceived quality and a direct effect on purchase intention, particularly when the trust is boosted by the presence of consumer reviews and recommendations (Hajli, 2020; Juliyanto & Setiawan, 2025; Setiawan, 2025). The influence of peers acts as a provider of social proof as well as the channel through which consumer experience is shared hence defining the larger market perceptions and intent (Hakim et al., 2017). Peer influence has been one of the most effective social processes in purchase decision studies particularly in the youth markets and students. Both types of Influence, electronic (eWOM) and offline, are powerful informational sources that can decrease the perceived uncertainty and create confidence in the purchase decisions (Hansopaheluwakan et al., 2020). A recent study in 2024, dedicated to youth customers in Nepal, says that eWOM is also positively related to brand image and purchase intention, implying that people are becoming more dependent on peer and online information when making buying decisions (Shahi & Sah, 2024).

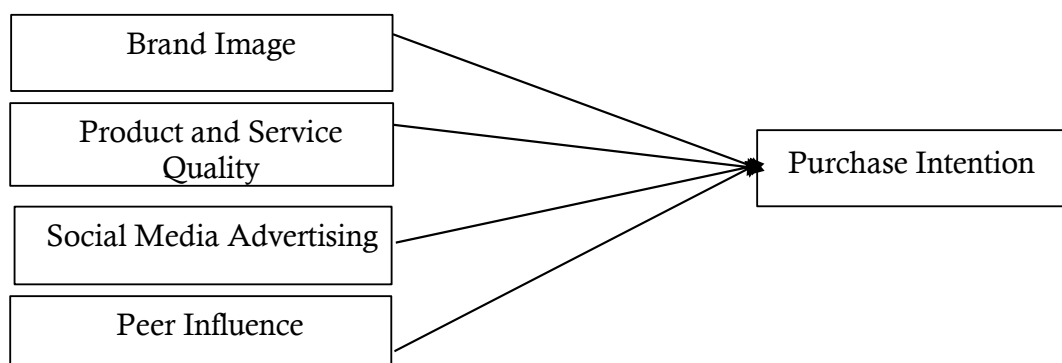
H4: There is significant relationship between peer influence and purchase intention.

Purchase Intention

Purchase intention refers to the conscious decision or the probability of a consumer to purchase a product or service and cannot be achieved without the previous cognitive and affective judgments through brand image, perceived quality, and social influence (Sidharta et al., 2025). It is one of the major predictors of the actual purchase behavior and it is affected by both internal beliefs (e.g., quality expectations, brand perceptions) and external communications (e.g., advertising, peer influence) that influence the attitudes toward a brand. Empirical research always shows that positive brand image, successful social media advertising, and positive word of mouth play a significant role in increasing the level of purchase intention (Jasin, 2025; Deepa et al., 2025; Prybutok, 2009). As an example, the increase in the purchase intention can be directly raised based on the level of engagement, and peer influence and image interaction may reinforce the motivational force that makes consumers take buying decisions.

Figure 1

Theoretical Framework



Source: (Jim, 2023)

3. Research Method

Research Design

The study employed quantitative approach with cross-sectional data to examine the factors influencing the purchase intention of two-wheeler bike among undergraduate students. The target population for the study was the Kathmandu and Lalitpur districts. The purposive sampling technique was used. A total of 206 undergraduate students who used motorcycle as means of transportation for their daily use. Descriptive, correlational and regression analysis were conducted to address the objective of the research.

Measurement

A structured, self-administered questionnaire was used to collect data. For this, a five-point Likert scale was used to measure all the variables. The scale ranged from “Strongly Disagree (1) to Strongly Agree (5)”. The scale was adopted from the earlier research on purchase intention. The analysis of the data was done in Microsoft Excel and SPSS. Reliability analysis, regression analysis, correlation analysis and correlation analysis were applied to test the hypotheses. The analysis involved descriptive, correlational, and regression techniques. Descriptive statistics such as frequency, mean, and standard deviation were used to summarize respondents’ demographic characteristics and describe the central tendency and dispersion of the study variables. The mean ($\bar{x}$) was calculated using the formula:

$\bar{x} = \Sigma x / n$, where Σx represents the sum of all observations and n denotes the total number of observations.

The standard deviation (SD), which measures the variability of responses around the mean, was calculated using the formula $SD = \sqrt{[\Sigma(x - \bar{x})^2 / (n - 1)]}$. These measures helped assess the overall level and consistency of students’ perceptions regarding bike purchasing intention.

To examine the relationships among variables and test the research hypotheses, correlation and multiple regression analyses were conducted. Pearson’s correlation coefficient (r) was used to assess the strength and direction of the linear relationship between variables and is expressed as:

$$r = \Sigma[(x - \bar{x})(y - \bar{y})] / \sqrt{[\Sigma(x - \bar{x})^2 \Sigma(y - \bar{y})^2]}.$$

4. Results and Analysis

Table 1

Socio-Demographic Profile

Category	Number	Percentage
Age		
Above 18	30	14.6%
18-20	51	24.8%
20-25	24	11.7%
21-26	97	47.1%
27 Above	4	1.9%
Gender		
Male	128	62.1%
Female	78	37.9%
	20	9.7%
Family income		
Low		
Middle	148	71.8%
High	38	18.4%
	133	64.6%
Employee Status		
Not Working		
Part – Time	42	20.4%
Full – Time	31	15%
	39	18.9
Residential		
Hostel		
With Parents	80	38.8
Rented House	47	22.8

Category	Number	Percentage
Own House	40	19.4
	26	12.6
Faculty		
Science		
Management	142	68.9
Others	38	18.4
Past Bike Purchase Experience		
Yes	64	53.3
No	56	46.7
	80	66.7
License Possession		
Yes		
No	40	33.3

Table 1 represents demographic profile of respondents which indicated that most of the respondents were aged between 21-26 years (47.1%), and then 18-20 years (24.8) indicating that most respondents were young undergraduate students. By gender, male respondents (62.1) were more than the females (37.9%). The majority of the respondents represented the middle-income families (71.8%). When it comes to residence, a significant percentage of students resided in hostels (64.6%), and the students who resided with parents formed the next major percentage (38.8%). Moreover, the majority of the respondents were management faculty (68.9%), and a large percentage of the respondents indicated that they had previous experience of the bike purchase (68.4%), owned a driving license (68.4%), which indicated that they were familiar with the usage of bikes and buying behavior.

Table 2

Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation
BI	206	1.00	5.00	3.9699	.62972
PSQ	206	1.00	5.00	3.9883	.62677
SMA	206	1.00	5.00	3.3068	.88997
PI	206	1.00	5.00	3.7408	.69772
PUR	206	1.00	5.00	4.0748	.57087
Valid N (listwise)	206				

Table 2 shows the descriptive statistics of study variables considering 206 valid responses. There are a minimum and maximum values of all the variables of 1 to 5 which means that the Likert scale is used completely. The highest mean (4.07) is purchase intention (PUR), which indicates that the respondents have a strong intention in general. High mean values (3.99 and 3.97) are also observed with product and service quality (PSQ) and brand image (BI), meaning a positive perception. The mean of peer influence (PI) is moderate (3.74), whereas social media advertising (SMA) has the lowest mean (3.31) and highest variability (SD = 0.88), which may indicate a mixed perception among the respondents.

Table 3*Reliability Analysis*

Variables	Cronbach's Alpha	N of Items
Brand Image	.778	5
Product & service quality	.801	5
Social media advertising	.854	5
Peer influence	.824	5
Purchase intention	.737	5

Table 3 presents the reliability analysis for dependent and independent variables which are reported as .778, .801, .854, .824 and .737. Each of the values meet the threshold value of .7, indicating good reliability for all the variables. Therefore, it can be concluded that the questionnaire used is reliable and suitable for accurately measuring the constructs under investigation.

Table 4*Correlational Analysis*

	Brand Image	Product & Service Quality	Social Media Advertising	Peer Influence	Purchase Intention
Brand Image	1	.717**	.453**	.627**	.617**
Product & Service Quality		1	.470**	.617**	.662**
Social Media Advertising			1	.621**	.360**
Peer Influence				1	.581**
Purchase Intention					1

Table 4 shows the correlation analysis of brand image, product and service quality, social media advertising, and peer influence which are all positively and significantly related to purchase intention. Among these variables, product and service quality ($r = .662$, $p < .001$) has the strongest relationship with purchase intention, followed by brand image ($r = .617$, $p < .001$) and peer influence ($r = .581$, $p < .001$). Additionally, social media advertising also shows a positive but comparatively weaker relationship with purchase intention ($r = .360$, $p < .001$). Overall, the results indicate that improvements in these factors are likely to increase students' intention to purchase bikes.

Table 5*Regression Analysis*

Model		Unstandardized Coefficients		Standardized Coefficients		
		B	Std. Error	Beta	t	Sig.
1	Constant	1.280	.197		6.491	.000
	BI	.194	.068	.214	2.843	.005
	PSQ	.352	.068	.386	5.152	.000
	SMA	-.050	.041	-.078	-1.218	.225
	PI	.210	.061	.257	3.444	.001
F		R Square		Adjusted R Square		Sig.
52.061		.509		.499		.000 ^b

Regression analysis reveals that the model is significant ($F = 52.061$, $p < .001$) and covers approximately half the purchase intention ($R^2 = .509$) which points to the fact that the independent variables have a moderating effect on purchase intention of the students to buy bicycles. The strongest effects of predictors on purchase intention are found with product and service quality ($\beta = .386$, $p = .001$), then the peer influence ($\beta = .257$, $p = .001$), and brand image ($\beta = .214$, $p = .005$) which significantly affect purchase intention as well. The effect of social media advertising ($\beta = -.078$, $p = .225$) was a negative and statistically not significant. On the whole, the results indicate that product quality, brand perception, and peer influence are significant determinants of the purchase intentions among students during the purchasing of a bike.

5. Discussion

This study examined the influence of brand image, product and service quality, social media advertising, and peer influence on the purchase intention of motorcycles among undergraduate students in Nepal. The findings indicate that brand image, product and service quality, and peer influence have significant positive effects on purchase intention, whereas social media advertising does not significantly influence students' intention to purchase motorcycles. The findings reveal that product and service quality is the strongest predictor of purchase intention. This suggests that undergraduate students place considerable importance on functional attributes such as durability, fuel efficiency, safety, engine performance, and the availability of after-sales services when evaluating motorcycles. Since students generally have limited financial resources, they tend to prefer motorcycles that provide long-term value and reliability. This finding is consistent with Konuk (2021), who reported that perceived product quality significantly enhances consumers' purchase intentions by increasing perceived value and reducing purchase risk. Similarly, Ali et al. (2021) found that high service quality improves customer satisfaction, trust, and behavioral intentions, thereby increasing consumers' willingness to purchase. The present findings also support the Quality–Value–Satisfaction framework, which argues that consumers' perceptions of product and service quality positively influence purchase decisions through greater perceived value and satisfaction.

The study further demonstrates that brand image has a significant positive influence on purchase intention. Students are more likely to intend to purchase motorcycles from brands that are perceived as trustworthy, reputable, and socially desirable. Among young consumers, motorcycles are often viewed not only as a means of transportation but also as symbols of personality, lifestyle, and social identity. These findings are consistent with Su et al. (2021), who found that a favorable brand image significantly increases purchase intention by enhancing consumers' confidence and reducing perceived uncertainty. Likewise, Esch et al. (2006) concluded that strong brand image strengthens brand trust and positively influences consumers' purchasing decisions. The findings also agree with Dangol & Dangol (2025), who reported that brand reputation is one of the major determinants of two-wheeler purchase decisions among college students in Nepal. Another important finding is that peer influence significantly affects motorcycle purchase intention. Undergraduate students tend to rely heavily on recommendations, opinions, and experiences shared by friends, classmates, relatives, and other social groups before making purchase decisions. This reflects the importance of social acceptance and interpersonal trust in the buying behavior of young consumers. The finding is supported by Ismagilova et al. (2020), who demonstrated that electronic word-of-mouth (eWOM) positively influences purchase intention by increasing trust and reducing information uncertainty. Similarly, Djafarova and Bowes (2021) found that peer recommendations and social media influencers significantly shape purchasing decisions among Generation Z consumers. In the Nepali context, the findings are also consistent with Shahi and Sah (2024), who reported that electronic word-of-mouth positively influences both brand image and purchase intention among youth consumers in Kathmandu Valley.

In contrast, social media advertising was found to have no statistically significant effect on motorcycle purchase intention. Although social media platforms provide extensive opportunities for marketers to communicate with young consumers, the findings suggest that exposure to advertisements alone may not be sufficient to influence students' purchase decisions for high-involvement products such as motorcycles. Instead, students appear to rely more on product quality, brand reputation, and recommendations from trusted peers before making purchase decisions. This finding differs from Hikmawati et al. (2025), who reported that social media marketing significantly enhances purchase intention through electronic word-of-mouth and brand image. Likewise, Tafesse and Wien (2018) found that strategically implemented social media marketing positively influences customer engagement and purchase behavior. The inconsistency may be attributed to differences in product categories, cultural settings, consumer demographics, and market maturity. Motorcycles represent high-cost and long-term purchases, requiring greater information processing than lower-cost consumer products commonly investigated in previous social media marketing studies.

Overall, the findings suggest that undergraduate students in Nepal evaluate motorcycle purchases primarily based on tangible product attributes and trusted interpersonal information rather than promotional communication through social media. The regression model explained approximately 50.9% of the variation in purchase intention, indicating that brand image, product and service quality, and peer influence collectively play a substantial role in shaping students' purchase intentions. These findings support the Theory of Planned Behavior (Ajzen, 1991), which argues that behavioral intention is influenced by attitudes toward the product and subjective norms. While brand image and product quality strengthen positive attitudes toward motorcycle ownership, peer influence represents subjective norms that encourage purchasing behavior. Consequently, motorcycle manufacturers should prioritize improving product quality, strengthening brand equity, and encouraging positive word-of-mouth rather than relying solely on social media advertising to influence undergraduate consumers.

6. Conclusions

This study has explored what affects the purchase intention of a bike by considering the undergraduate students in Nepal in terms of brand image, product and service quality, social media advertisement, and peer influence. It was found that determine purchase intention. Brand image plays an important role in determining the intention to buy bikes among students because a good brand develops trust, minimizes the perceived risks, and improves social status. The strongest predictor was the quality of products and services, which means that students are concerned with reliability, durability, safety, and performance when choosing a bike. Communication as well as peer influence is also a significant factor since the recommendation of a friend, family or social networks enhances credibility and encourages buying decisions. But the performance of the service was not a significant factor on purchase intention indicating that the students are more concerned with the quality of the product and the brand image when making the initial purchase decision. Overall, the regression model has allowed explaining the purchase intention variation, which points to the joint significance of brand perception, quality assessment, and social influence in determining the purchasing of a bike in students.

7. Implication

The research results of this study indicate that the manufacturers, marketers, and policy makers can implement a number of measures to increase the intention of purchasing a bike amongst undergraduate students in Nepal. It is important to increase brand image since the brand reputation and social status play a major role in influencing the students. Companies need to concentrate on branding continuously, campus promotion as well as effective social media campaigns. The quality of the products and services should also be upheld given that the students rely on reliability, safety, durability, and fuel efficiency when buying bikes. Also, positive word-of-mouth should be promoted by using peer influence and social media interaction in referral programs, influencer partnerships and user-generated content. In order to alleviate the financial constraint of students, manufacturers may implement flexible financing, installment schemes, and special offers to enable the bikes to become cheap. Setting feedback channels like surveys and online reviews can assist companies to enhance their products and services. Moreover, the policy makers and the education system can encourage awareness in terms of the bike quality as well as safe riding habits to enable the students to make wise buying choices.

8. Limitations and Direction for Future Research

The study employed a cross-sectional research design, which limits the ability to establish causal relationships between the independent variables and purchase intention. The research was conducted only among undergraduate students in Kathmandu and Lalitpur, limiting the generalizability of the findings to other regions and consumer groups in Nepal. A purposive sampling technique was used, which may introduce selection bias and reduce the representativeness of the sample. Data were collected using self-administered questionnaires, making the study susceptible to common method bias, social desirability bias, and response bias. The study focused on only four independent variables-brand image, product and service quality, social media advertising, and peer influence-while other important determinants of motorcycle purchase intention were not examined. The study measured purchase intention rather than actual purchasing behavior, which may differ due to financial, situational, or personal constraints.

Future studies should employ longitudinal research designs to better examine causal relationships and changes in purchase intention over time. Researchers should include respondents from different provinces, rural areas, and various age and occupational groups to improve the generalizability of the findings. Future research should adopt probability sampling methods, such as stratified or simple random sampling, to obtain more representative samples.

Mixed-method approaches combining quantitative surveys with qualitative interviews or focus group discussions are recommended to gain deeper insights into consumers' purchasing decisions. Future studies should incorporate additional variables such as price perception, brand trust, perceived value, financing options, environmental concern, fuel efficiency, customer satisfaction, income level, and lifestyle to develop a more comprehensive model. Researchers are encouraged to examine mediating and moderating variables (e.g., consumer involvement, financial literacy, perceived risk, or customer satisfaction) using Structural Equation Modeling (SEM) or PLS-SEM. Future studies should investigate actual motorcycle purchasing behavior rather than purchase intention alone to better understand consumer decision-making.

Conflict of Interest

The author declares no conflict of interest while preparing this article.

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