

A Study on factors affecting purchase intention of urban consumers towards motorcycles: (with special reference to Dehiwala West Grama Niladhari (GN) Division)

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Abstract

Purchase Intention (PI) is simply a strategy to purchase a particular good or service in the near future. Manufactures strive to manufacture and position their products in a highly competitive market due to the purchasing intention of consumers. Motorcycle market in Sri Lanka is one of the most competitive marketplaces in South Asian neighborhood. This study will provide guidelines for motorcycle manufacturers to meet the customer needs, wants and expectations while being the first local empirical evidence on urban consumers' purchase intention of motorcycles. PI of consumers depends on various factors. This study aims to explore the factors affecting the PI of urban consumers towards motorcycles. Out of the 384 subjects: urban and rural, 168 urban consumers were considered to acquire the required data through a structured questionnaire and the sampling methods were simple random sampling and multistage cluster sampling. Since, the Indian brands have recorded the highest motorcycle population in Sri Lanka, four Indian motorcycle brands: Bajaj, Hero, TVS and Honda were selected. Meanwhile, Dehiwala West Grama Niladhari (GN) division which has a rapid industrialization and urbanization was selected out of the municipal councils of Colombo district from the Western province with the highest motorcycle population. The exploratory factor analysis reduced the total system into 10 latent factors, which affect urban consumers' PI of motorcycles: comparability, knowledge, awareness, need fulfillment and availability, quality customer service, attractiveness, quality component, trusted performance, fair price, and variability. Furthermore, the results confirmed that each of the individual latent factors were significantly positive correlated ($p < 0.5$) with PI. The results of the multiple linear regression analysis revealed three factors: trusted performance, knowledge and awareness significantly impact on PI of motorcycle consumers in urban area. Meanwhile, the study proved that the components and customer service in the motorcycle industry should be at their highest quality while the manufacturers concern on high fuel efficiency for urban consumers to get benefits

over the huge traffic congestion. The study can be expanded to capture PI of various brands from the second and third highest manufacturing countries of motorcycle in Sri Lanka: China and Japan.

Keywords: Factor analysis, Motorcycle brand, Multiple linear regression, Purchase intention, Urban consumers

Introduction

Background of the study

Consumers always prefer a product that has the most quality performance and features against competitive products. According to the marketing approach, product can be considered as the key element that brings value to the customer. The main focus of marketing managers is to measure and use purchase intention frequently for decision making about new and existing products. Thus, purchase intention is simply a strategy to purchase a particular product such as new food products, home appliances, smart phones, automobiles etc. in near future. Purchasing vehicles, which are more durable, do not have the same process as purchasing of other products, because this vehicle market comprises industries of steel, electronics, plastics and insurance etc. Though Sri Lanka has several types of vehicles, the consumer's willingness to buy luxury vehicles is very low when compared to light vehicle categories while being a lower middle-income country. Competition within the motorcycle industry in Sri Lanka is continuously growing from year to year in its population with overall growth of 110 percent from year 2008 to 2016 (Statistics, 2016). As well as internationally, this motorcycle industry has shown a rapid growth during last 5 years. According to the Department of Motor Traffic (DMT), Western province of all the provinces has recorded the highest provincial wise motorcycle population (566,288) in the year of 2013 (Central Bank of Sri Lanka, 2012). The less number of decrements were recorded about the registered motorcycles in Colombo district among three districts in Western province. Registered motorcycle brands list with country of origin, 397 numbers of different brands has been registered as at 31.12.2015. Many of them were manufactured in India with representing 2,140,953 of motorcycle population. Bajaj (1,144,092), Hero (468,610), TVS (297,751) and Honda (150,794) brands indicate higher Indian motorcycle population (96 percent) among all the 29 registered Indian motorcycle brands in Sri Lanka (Statistics, 2008/15).

Research Problem

There is a major variation of vehicle ownerships while huge traffic and inadequate road spaces for big vehicles are created high density urban forms in Sri Lanka. The lack of quality in transport infrastructure around major cities lead to find alternative routes to get high fuel efficiency and it arises a high tendency to use motorcycles to have price benefit over the other vehicles. Therefore, the degree to which the consumer prefers to purchase a product depends on several determinants. When identifying the direction of consumer behaviour, analyzing the consumer behavioral patterns comes in handy (Thapa, 2011). There are certain factors that actually affecting the purchase intention of motorcycle owners: brand loyalty, perceived quality, brand image, price and product knowledge. Thus, it is vital to study and identify what are the factors that make an impact over the purchase intention of people in Sri Lanka for the motorcycle industry.

Research Objectives

- To identify latent factors of purchase intention on motorcycles
- To identify the relationship between purchase intention of a motorcycle owner and each individual latent factors
- To build a statistical model to identify the significant factors affecting purchase intention of motorcycles

Literature Review

Purchase Intention and its importance

Purchase intention is a kind of decision-making and an effective tool which is used to predict the buying process. It mainly relates to the behaviour, perceptions and attitudes of the consumers. The final buying decision whether to accept or reject the selected product depends on the consumers' purchase intention. Morinez et al. (2007) as cited by Mirabi, Akbariyeh and Tahmasebifard (2015) state purchase intention is a moment where a consumer has a tendency of purchasing a particular product in a specific condition. The decision-making behind the purchasing intention is a complicated process. Consumer purchase intention is a subjective proclivity toward a product whereas it is an important index to predict consumer behavior (Fishbein & Ajzen, 1975).

In a study about purchase intention on hybrid vehicles in Sri Lanka, it was concluded that the marketers can use the fuel economy and environmental friendly cars. It is one of their promotional

tools in marketing, which encourages consumers to adopt hybrid vehicles. When educating the buyers on the benefits and important features of hybrid vehicles for promotion, marketers need to develop advertising that is more useful. With the purpose of attracting consumers, the manufacturers should introduce more hybrid vehicle models in terms of product strategy. In terms of durability and reliability, the hybrid vehicles need to have fuel efficiency, easy operation and high quality features. The Sri Lankan price of a hybrid vehicle is lower than a conventional vehicle. In addition to that, most of the buyers are eager to have more acceptable and affordable prices. Thus, offering affordable hybrid vehicles to avoid over-pricing is one of a responsibility of the manufacturers. In Sri Lanka, the adoption of a hybrid vehicle is also influenced by government incentives. Then, the government should continue providing incentives for hybrid car buyers while considering about another incentive such as rebate on personal income tax (Karunanayake & Wanninayake, 2015).

In marketer's product positioning tools, purchase intention is very vital. Due to changes in the competitive environment and increasing customers' expectations regarding product quality and customers' satisfaction, motorcycle manufacturers try to maintain and grow market share and profitability by placing a greater amount of emphasis on understanding customers' attitudes and behaviour (Shaharudin, Mansor, Hassan, Omar, & Harun, 2011). As per the recommendations given by Siahaan, Pangemanan and Pandowo (2014) in their study giving a higher consideration for price, brand equity and perceived quality can bring successful sales results for motorcycles. It was also stated that concerning about other influencing factors towards purchase intention is crucial because sales volumes can be maintained and further increased as a major consequence.

Models for evaluating the outcome of purchase intention

The previous researchers have proposed six stages before selecting to buy the product. They are awareness, knowledge, interest, preference, persuasion and purchase (Kotler & Armstrong, 2011). Likewise, Kawa, Rahmadiani and Kumar (2013) have also approved on these six stages.

The consumer decision process was always understood by the marketing professionals. As the most professional model of consumer purchase decision-making, authors Engel, Kollat, and Blackwell published what is known to be the first Consumer Decision Model. The consumer purchase decision process of this model is divided into five stages: problem recognition, information search, alternative evaluation, purchase decision and post-purchase behaviour. The purchase intention

further can be divided by the researcher into unplanned buying, partially planned buying and fully planned buying. The consumers make all decisions to purchase a product category and a brand in a store is known as unplanned buying. It can be also considered as an impulse buying behavior. The consumers only determine a product category and the requirement before buying a product, and the brands and types will be decided in the shop that is known as partially planned buying. The customers decide which product and brand to purchase before going to the shop is known as fully planned buying (Blackwell, Engel, & Miniard, 2001).

The majority of the articles found were originated in other countries. Thus, no article was found that exactly coincides with the context of the topic. However, as per the Sri Lankan context, the study by Karunanayake and Wanninayake (2015) presented how determinants of purchasing intention can influence upon Hybrid Vehicle Brands. Among the studies of other countries, the study by Siahaan, Pangemanan and Pandowo (2014) was based on Honda Scooter Motorcycles in Indonesia and the study by Shaharudin, Mansor, Hassan, Omar and Harun (2011) was based on the national motorcycle and scooter manufacturer of Malaysia. None of the previous studies based on Sri Lanka have focused on motorcycles whose demand is continuously increasing. Therefore, this study focus on motorcycles and analyze what factors contribute for the PI of consumers.

Methodology

As a research strategy, this study has identified the factors by investigating the motorcycle industry and based on the available literature mentioned under the literature review.

Research Instrument and measures

The instrument used to conduct this study was a questionnaire, which was prepared with a set of questions to record the responses that were provided by respondents (Sekaran & Bougie, 2010). The questionnaire was distributed in the interested medium preferred by each respondent: Sinhala or English and the section one and two covered the demographic profile and much more information of motorcycle brands. The last section of the questionnaire was made up of using Likert scale and open-ended questions to gather the extra information. The five point Likert scale of ordinal scale, which included strongly disagree (1), disagree (2), neutral (3), agree (4) and strongly agree (5) are used to indicate their answers by putting a tick per statement and equally, four statements were provided to measure consumers' purchase intention. The operationalization is presented in Table , which is consistent of the variables and their items together with their names

and codes. Pilot survey was conducted in the University of Sri Jayewardenepura premises and 50 people were participated and identified the questions, which were difficult to answer while it ensured all wordings and phrases are clear.

Table 1: Operationalization of the concepts

Type	Variables	Items	Item	References
Dependent Variable	Purchase Intention (PI)	Repurchase	PI1	Jaafar, Lalp and Naba (2012)
		Doubtless purchasing	PI2	
		Recommendation	PI3	Qun, Howe, Thai, Wen and Kheng (2012)
		Beneficial if purchased	PI4	
Independent Variables	Perceived Quality (PQ)	Functionality	PQ1	Kandasamy (2014)
		Excellent features	PQ2	
		Genuine parts/materials	PQ3	Shaharudin, Mansor, Hassan, Omar and Harun, (2011)
		Colour combination	PQ4	
		Durability	PQ5	
		Wide variety of models	PQ6	
		Sophisticated and fashionable models	PQ7	
		Fulfillment of requirements	PQ8	Kandasamy (2014)
		Service facilities	PQ9	
	Price (P)	Value over the other brands	P1	Qun, Howe, Thai, Wen and Kheng (2012)
		Value in terms of usage quality	P2	
		Comparison of prices	P3	
		Highest quality brand	P4	
		Issues of low priced brands	P5	Rizwan, Qayyum, Qadeer and Javed (2014)
	Brand Image (BI)	Expected performance	BI1	Raza , Ahad, Shafqat, Aurangzaib and Rizwan (2014)
		Attraction and Popularity	BI2	
		Self-image and personality	BI3	
		Comfortability	BI4	Shaharudin, Mansor, Hassan, Omar and Harun, (2011)
		Design and outlook	BI5	
		Colour and stickers attractiveness	BI6	
		Reliability of the accessories	BI7	
	Brand Loyalty (BL)	Increased selling prices	BL1	Chi, Yeh and Yang (2009)
		Consumer choice	BL2	
		After-sales services	BL3	Oliver (1999)
		Future purchase priority	BL4	Chi, Yeh and Yang (2009)
		Availability of spare parts	BL5	Jacoby and Chestnut (1978) and Shaharudin, Mansor, Hassan, Omar and Harun, (2011)
		Service centre acceptability	BL6	
		Modifications and installations	BL7	
Loyalty and trust		BL8	Oliver (1999)	
Rust resistance		BL9	Kan (2002) and Oliver (1999)	
Condition of plastic parts		BL10		
Product Knowledge (PK)	Brake system	PK1	Karunanayake and Wanninayake (2015)	
	Capability of doing running repairs	PK2		
	Technical functionality	PK3	Shaharudin, Mansor, Hassan, Omar and Harun, (2011)	
	Power (eg: climbing hill areas)	PK4	Rizwan, Qayyum, Qadeer and Javed (2014)	

Source: Researchers constructed by using survey data, 2016/2017

Sampling Method

It is more important to reach for the people who are familiar and user friendly with motorcycles to collect unbiased and reliable data to this specified study, because the past experiences of being involving in a motorcycle purchasing will be helpful for the respondents to make the accurate responses. Therefore, the target population in this study is the motorcycle owners per house unit, who use one of the mentioned brands for their day-to-day activities within a particular month. The sampled population was drawn from the target population as all the reachable motorcycle owners per house unit in Dehiwala West Grama Niladari Division (DWGND). The subset from the sampled population who at least use one of the mentioned motorcycle brands was taken as the sample.

Firstly, the highest motorcycle population from Western province, and next Colombo district and rural urban separation from provincial and municipal councils were chosen as the original procedure of sampling. Then, DWGND that has rapid industrialization and urbanization was chosen from Dehiwala DS Division for this study. A multi-stage sampling that contains two or more stages in sample selection is an integration of cluster sampling technique, which involves identifying clusters of the population elements and including them into the sample. Therefore, the primary sampling unit (PSU) is a household unit in DWGND and the secondary sampling unit (SSU) is a household unit in the selected 10-20 lanes from DWGND by using simple random sampling. According to Saunders, Thornhill and Lewis (2009), 384 sample size was taken originally from general formula.

$$n = \frac{(Z_{\alpha/2})^2 \times p \times q}{d^2} = \frac{(1.96)^2 \times 0.5 \times 0.5}{(0.05)^2} = 384.16 \approx 384 \quad (1)$$

In accordance to the number of households in each selected GN division for rural (28,235) and urban (21,988) separation, the original sample size was proportionately allocated as sample sizes of 216 and 168 for urban and rural representation respectively. Urban respondents from DWGND (168) were divided proportionate to the number of registered motorcycles in the major 4 brands: Bajaj – 93, Hero – 39, TVS – 24 and Honda – 12.

Data Analysis and Results

Demographic Profile

Demographic factors are very important to identify the nature of the sample. It gives a brief idea about the personal characteristics of the sample. The respondents of the sample comprise with 147 male (87.5%) and 21 female (12.5%). More than half of the respondents representing 90 people (53.5%) are with family income greater than Rs.30, 000 and less than or equal Rs.50, 000. The highest fuel expenses per month is more than Rs.1000, but less than or equal Rs.2000 representing 65 respondents (38.69%).

Reliability and validity Tests

In order to identify how closely related a set of items as a group, reliability test using Cronbach's Alpha (CA) has to be carries out and hence it (0.906) was greater than 0.7, reliability can be highly accepted. The measure of sampling adequacy was carried-out through KMO (0.83) and it satisfied the condition that KMO should be equal or greater than 0.6, indicating high degree of sampling adequacy. Then, Bartlett's Test of Sphericity (BTS) examines about the strength of the relationship among items. It is highly significant ($p < 0.01$) suggesting that correlation matrix is significantly different from the identity matrix. This means the correlation matrix is not an identity matrix.

Factor Analysis

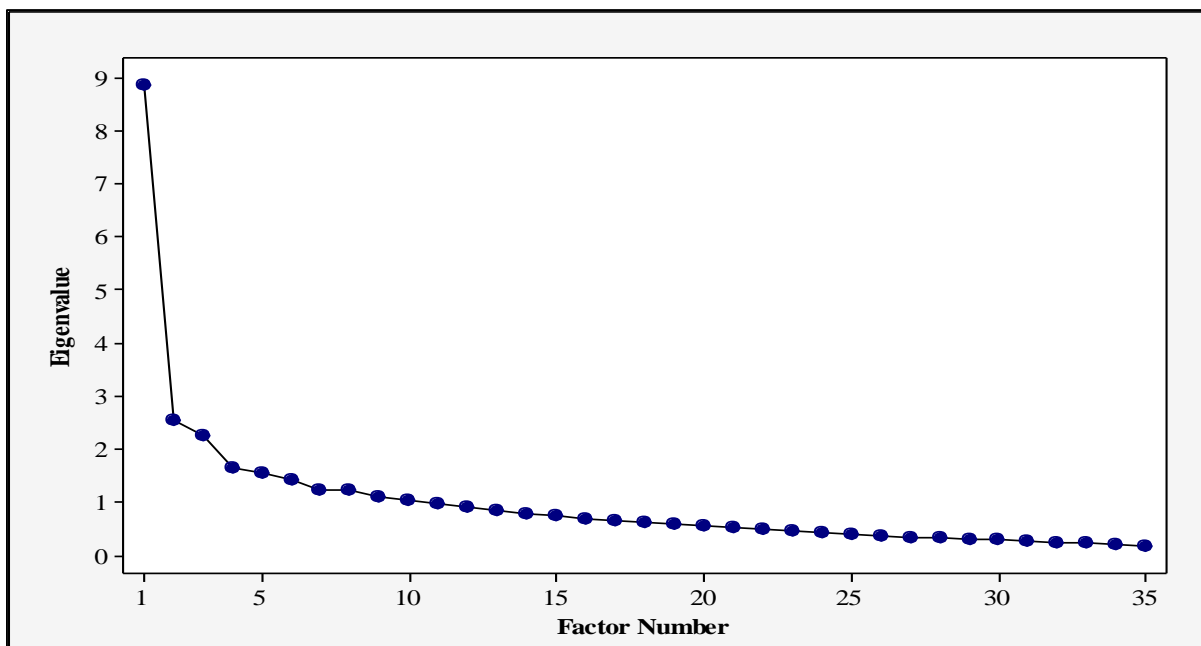


Figure 1: Scree plot

Source: Researchers constructed by using survey data, 2016/2017

With reference to the obtained results for reliability and validity tests, the present data set is appropriate for factor analysis, which is a correlational study of variables, aiming to group the variables by their correlations. Subsequently, the initial factor loading have been found through factor extraction method called principal components that is used to form uncorrelated linear combinations of the observed variables. Finally, varimax rotation that is the most common orthogonal rotation method were applied for the identification of the most suitable factors.

Table 2: Principal component loading matrix for identified hidden factors

Item Code	Item Name	Loading values of identified hidden factors									
		Comp	Know	Awar	NFA	QCS	Attr	QC	TP	FP	Var
PQ1	Functionality	0.772									
P1	Value over the other brands	0.769									
P2	Value in terms of usage quality	0.7									
P4	Highest quality brand	0.465									
PK3	Technical functionality		0.834								
PK2	Capability of doing running repairs		0.793								
PK1	Brake system		0.669								
PK4	Power (ex: climbing hill areas)		0.422								
BI1	Expected performance		0.358								
BI3	Self-image and personality			0.628							
BL1	Increased selling prices			0.61							
BI7	Reliability of the accessories			0.558							
BL2	Consumer choice			0.528							
BI2	Attraction and Popularity			0.445							
BI4	Comfortability			0.42							
BL6	Service centre acceptability				0.696						
BL7	Modifications and installations				0.681						
PQ8	Fulfillment of requirements				0.65						
BL5	Availability of spare parts				0.583						
BL3	After-sales services					0.728					
PQ9	Service facilities					0.627					
BL4	Future purchase priority					0.518					
PQ3	Genuine parts/materials					0.508					
PQ4	Colour combination						0.702				
BI6	Colour and stickers attractiveness						0.848				
BI5	Design and outlook						0.623				
BL9	Rust resistance							0.8			
BL10	Condition of plastic parts							0.781			
PQ2	Excellent features								0.661		
PQ5	Durability								0.625		
BL8	Loyalty and trust								0.412		
P3	Comparison of prices									0.76	
P5	Issues of low priced brands									0.674	
PQ6	Wide variety of models										0.778
PQ7	Sophisticated and fashionable models										0.693
Rotation Sums of Squared Loadings	Percentage of variance explained	8.579	8.15	7.33	7.207	6.615	6.199	5.76	5.214	5.106	5.063
	Percentage of cumulative variance explained	8.579	16.729	24.059	31.265	37.88	44.08	49.84	55.053	60.159	65.222

Source: Researchers constructed by using survey data, 2016/2017

The total system of 35 dimension has been reduced to 10 dimension system by extracting 10 factors based on the eigenvalues greater than one using principal component analysis: $\lambda_1 = 8.854$, $\lambda_2 = 2.539$, $\lambda_3 = 2.261$, $\lambda_4 = 1.655$, $\lambda_5 = 1.540$, $\lambda_6 = 1.423$, $\lambda_7 = 1.237$, $\lambda_8 = 1.216$, $\lambda_9 = 1.086$ and $\lambda_{10} = 1.016$. Those ten extracted factors had given the best possibility to interpret the loadings with cumulative probability of 65.22 percent. The loading values of identified hidden factors are shown in Table as Comparability (Comp), Knowledge (Know), Awareness (Awar), Need fulfillment and availability (NFA), Quality customer service (QCS), Attractiveness (Attr), Quality components (QC), Trusted performance (TP), Fair Price (FP), Variability (Var).

Correlation Analysis

Secondly, the relationship between two variables were tested by using the Person’s correlation analysis. However, prior to the correlation analysis simple indices were constructed for all the factors including purchase intention after confirming the excellent reliability and validity of all the variables with CA values greater than 0.7 and KMO values greater than or equal to 0.6. The Average Variance Extracted (AVE) is to measure the level of variance explained by the set of items as a single variable and AVE value equal or above 0.5 is acceptable to construct simple indices by following few steps such as sum up all the values of the responses per respondent of the items under each factor. Next, that each value was divided by the difference between a possible maximum total value of a respondent and a possible minimum total value of a respondent per factor. Then, each of those results were divided by their maximum and then multiplied by 100.

Table 3: Reliability and validity test results for all variables

Variables		CA	KMO	BTS (P value)	AVE	# of items
Type	Name					
Dependent	PI	0.791	0.756	0.000	0.624	4
	Comp	0.749	0.731	0.000	0.582	4
	Know	0.791	0.790	0.000	0.547	5
	Awar	0.740	0.787	0.000	0.499	6
	NFA	0.700	0.728	0.000	0.522	4
	QCS	0.709	0.724	0.000	0.542	4
	Attr	0.727	0.684	0.000	0.647	3
	QC	0.720	0.610	0.000	0.781	2
	TP	0.700	0.643	0.000	0.570	3
	FP	0.710	0.600	0.000	0.658	2
Independent	Var	0.721	0.600	0.000	0.730	2

Source: Researchers constructed by using survey data, 2016/2017

The linear relationship between only one random independent variable and the random dependent variable is measured by simple correlation analysis, when the correlation coefficient is statistically significant ($p < 0.05$). Referring to the Table , all the independent variables indicate significant slight positive to moderate positive correlation with purchase intention and the highest correlation ($r = 0.56$, moderate positive) is indicated from trusted performance while the least correlation is indicated from attractiveness.

Table 4: Correlation between independent variables and purchase intention

	Comp	Know	Awar	NFA	QCS	Attr	QC	TP	FP	Vari
Pearson Correlation	0.283**	0.493**	0.365**	0.383**	0.444**	0.200**	0.248**	0.560**	0.281**	0.270**
P value	0.000	0.000	0.000	0.000	0.000	0.009	0.001	0.000	0.000	0.000

** Correlation is significant at the 0.01 level (2-tailed)

Source: Researchers constructed by using survey data, 2016/2017

Multiple Regression Analysis

Third objective was achieved by using stepwise regression. Multiple regression analysis is useful because it is the best prediction of dependent variable from several independent variables. Table shows that the model is statistically significant ($p < 0.05$), which indicates that at least one of a coefficient of independent variable is different from another.

Table 5: Significance test for the model (ANOVA)

Test	F - ratio	P value
Analysis of Variance	38.63	0.000

Source: Researchers constructed by using survey data, 2016/2017

Table 6: Significance test (t-test) for the parameters in the model and VIF

Predictor	Coefficient	Standard Coefficient	Error of P Value	Variance Inflation Factor (VIF)
Constant	10.34	6.385	0.107	
TP	0.463	0.088	0.000	1.534
Know	0.266	0.08	0.001	1.538
Awar	0.162	0.075	0.033	1.245

Source: Researchers constructed by using survey data, 2016/2017

As per the Table , three predictors out of 10: trusted performance, knowledge and awareness are significant with values 0.000, 0.001 and 0.033 ($p < 0.05$). The problematic hidden multicollinearity can be verified by using variance inflation factor (VIF) of 3 predictors: 1.534, 1.538 and 1.245

which are between one and five. Therefore, multicollinearity between independent variables are not that much affected. Moving to the goodness of the model, 40.5% of the variation in purchase intention was explained by the model ($R_{Adj}^2 = 0.405$). Durbin Watson statistic indicates that residuals are random without any autocorrelation. The assumptions of normality and constant variance (homoscedasticity) of residuals are also satisfied.

Table 7: Model Adequacy

Mean Sum of Squares of Error	MSE = 87.7
Adjusted Coefficient of Determinant	$R_{Adj}^2 = 40.50\%$
Durbin Watson	DW = 1.99918

Source: Researchers constructed by using survey data, 2016/2017

Then, the equation of the multiple linear regression was;

$$\text{Purchase Intention} = 10.34 + 0.463 (\text{Trusted Performance}) + 0.266 (\text{Knowledge}) + 0.162 (\text{Awareness}) \quad (2)$$

The purchase intention of a motorcycle owner is expected to increase by 0.463 units for every one-unit increase in trusted performance, by 0.266 units for every one-unit increase in knowledge and by 0.162 units for every one-unit increase in awareness. This was when the other explanatory variables remain constant. The estimated purchase intention for a particular motorcycle owner is not significant with 10.34 when all the explanatory variables are zero for that same motorcycle owner.

Discussion

The findings of the study suggested that the latent factors affecting purchase intention of urban consumers towards motorcycles are comparability, knowledge, awareness, need fulfillment and availability, quality customer service, attractiveness, quality components, trusted performance, fair price, and variability. The result was not entirely consistent with the previous study mainly due to different geographical locations that limit the generalization of results over other countries. Nevertheless, several studies indicate at least one of these latent factors. Bilal and Ali (2013) found that both perceived quality and price are significantly affecting purchase intention towards private label food products. Service quality towards purchase intention has been highlighted by Giovanis, Tomaras and Zondiros (2013). Although all the latent factors are individually positively correlated with purchase intention, trusted performance indicates the highest correlation among them. Based

on the multiple regression analysis, trusted performance, knowledge and awareness factors seems to be the most significantly influential factors affecting urban consumers' purchase intention. Out of these most significant factors, awareness and knowledge were proposed by Kotler and Armstrong (2011) among their six stages named awareness, knowledge, interest, preference, persuasion and purchase, which should be with consumers before they select to buy the product.

Conclusion

This study explored that urban consumers' lifestyle is different due to high facilities of education, transportation and infrastructure. Therefore, motorcycle producers' focus should be to enhance the product knowledge of people for better understanding of the motorcycle. As a result, marketers have to use several promotional tools to encourage consumers to adopt to the specific motorcycle brand. Components and customer service in the motorcycle industry can be kept at its highest quality. The benefits over the huge traffic congestion due to high fuel efficiency for urban consumers can be highly marketed. Authorized dealers can increase purchase intention of urban consumer together with the manufacturers by maintaining excellent features and durability of the motorcycles while being loyal and trustworthy.

Recommendations

The several strategies can be recommended for increasing purchase intention of consumers. Informative advertising campaigns can be conducted to educate consumers on necessary basis technical knowledge for underlining the durability and outstanding features of the product while keep up loyalty. Additionally, introduction of high fuel efficient, more attractive and comfortable motorcycles may help to raise the awareness of consumers. This study adds new understanding and knowledge as literature to the purchase intention on motorcycles in Sri Lanka. However, it is important to extend the scope of the study in next researches by incorporating the key markets such as China and Japan who are the closest competitors to India in the motorcycle market in Sri Lanka.

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