IRJEMS International Research Journal of Economics and Management Studies
ISSN: 2583 – 5238 / Volume 5 Issue 3 March 2026 / Pg. No: 11-18
Paper Id: IRJEMS-V5I3P102, Doi: 10.56472/25835238/IRJEMS-V5I3P102

Original Article

Measuring the Factors Affecting the Purchase of Two Wheelers in Koraput District of Odisha: A Multi Criteria Decision Making Output Approach

[1]Srinivas Rao K, [2] Sunil Kumar Pradhan, [3]Yadav Devi Prasad Behera, [4]Tushar Ranjan Sahoo
[1]Research Scholar, Department of Business Administration, Berhampur University Odisha, India.
[2]Department of Business Administration, Berhampur University, Odisha, India.
[3]Department of Commerce, Laxminarayan College, Jharsuguda, Odisha, India.
[4]Department of Management Studies, Amity Business School, Amity University, Raipur, India.

Received Date: 07 February 2026 Revised Date: 26 February 2026 Accepted Date: 29 February 2026 Published Date: 03 March 2026

Abstract: *The burgeoning market for two-wheelers presents a dynamic landscape influenced by a myriad of factors, including economic, social, and environmental considerations. An attempt in this regard is made to understand the Consumer preferences in the Koraput district of Odisha, as its population demography is mostly represented by Tribes and societies having economic challenges that constitutes 75% of their whole population. Research endeavours have been undertaken to explore and quantify the diverse factors that sway consumers' decisions when purchasing two- wheelers, employing a multi-criteria decision-making (MCDM) framework. By integrating various criteria such as price, brand reputation, fuel efficiency, design aesthetics, environmental impact, and after-sales service, this study aims to develop a comprehensive model for evaluating the preferences of prospective buyers. The research methodology involves a mixed-methods approach, incorporating both qualitative and quantitative techniques. Through surveys, interviews, and focus groups, qualitative data will be gathered to identify and prioritize the factors influencing consumers' choices. Subsequently, quantitative analysis techniques such as Analytic Hierarchy Process (AHP) and Technique for Order of Preference by Similarity to Ideal Solution (TOPSIS) will be applied to quantitatively assess the relative importance of each criterion and rank the available options. The findings of this study are expected to contribute valuable insights to marketers, policymakers, and industry stakeholders, aiding them in better understanding consumer behavior and devising strategies to enhance the appeal of two-wheelers in the marketplace. Additionally, the developed MCDM model can serve as a practical tool for decision-makers to optimize product offerings and tailor marketing strategies according to the preferences of their target audience, ultimately fostering sustainable growth and competitiveness in the two-wheeler industry.*

Keywords: *Analytic Hierarchy Process, Multi-Criteria Decision Making, Brand Reputation, After-Sales Service, Affordability.*

I. INTRODUCTION

The two-wheeler segment witnessed rapid growth in recent years across demographics, as well as geographic markets. The growth in this demand can be attributed to a variety of factors like growing urbanization, the development of better road infrastructure, changing lifestyles and increasing disposable incomes. This has made it essential for manufacturers, marketers, and policymakers to study the important factors determining the buying decisions of consumers in this segment. The two-wheeler industry is an essential part of the transportation ecosystem, providing mobility solutions at a low cost to a wide range of customers. There are various types of vehicles within this industry, such as motorcycles, scooters, and mopeds. There are many factors that drive a customer's decision to purchase a two-wheeler, ranging from personal preferences to wider economic and societal trends.

While these factors are highly significant, literature with an extensive analysis of key determinants influencing two-wheeler purchase patterns is absent. Availability of recent literature over judging various consumers' preferences, taking into consideration one or a few determinants such as price competitiveness, customer loyalty or green concerns, but lacks an overall flush across all dimensions, hence justifying the need for this study. Thus, the main objective of this study is to address this issue by adopting a multi-criteria decision-making (MCDM) procedure to evaluate and rank all driving forces responsible for the purchase of a two-wheeler.

Hence, this research aims to achieve the following objectives through MCDM methodologies like AHP or TOPSIS: Identify and assess the weighing of major criteria preferred by two-wheeler customers. Building on that data, quantify the relative weights of these criteria in making decisions. This would provide a framework for manufacturers/marketers who are active in connecting with their customers and developing an effective marketing plan. It will also provide an understanding of consumer attitudes towards the two-wheeler market and how the stakeholders can leverage this information to make better decisions and be in sync with the market demand and new trends. This study will concentrate on urban and semi-urban areas of [specific region/country], which have the most demand for two-wheelers. This will entail a survey of consumers to determine what factors drive them in their decision-making and purchasing habits. Through MCDM techniques, the findings are also evaluated to attain executable learning for industry practitioners. The results from the study will enhance academic perspective as well as bring practical implications for businesses in the two-wheeler space.

Familiarity with the multifaceted influences on consumer decision-making can help manufacturers and marketers develop better products, tailor effective marketing campaigns, and strengthen competitiveness in this ever-evolving industry. The motorcycle segment is a major part of the two-wheeler industry, which in turn forms an important aspect of the global automotive market. This industry has witnessed significant growth and change over the past few years, with a myriad of manufacturers, as well as changing consumer preferences. The following are the global and Indian motorcycle industry trends: With urbanization on the rise, automobiles have been the popular choice for personal mobility solutions, owing to convenience, whereas motorcycles offer reasonably inexpensive alternatives.

Some of the regions that help this growth are Asia-Pacific, Europe, North America and Latin America. Motorcycles are separated into commuter, sports, cruiser, and off-road types based on their application while segmenting the global motorcycle market. Major worldwide competitors within the industry include Honda, Yamaha, Suzuki, and Harley-Davidson, among others, all focusing on specific segments of the market with various innovative designs and technologies. India is among the largest and fastest-growing motorcycle markets in the world. With a perfect blend of economic development and socio-cultural changes, the Indian two-wheeler market has evolved significantly. According to recent figures, India is the biggest producer and market for two-wheelers.

Some drivers of growth in the Indian motorcycle segment are: Infrastructural developments paved the way for motorcycles. Favorable demographics, including a youthful population with increasing disposable income. Rural electrification and infrastructure development through government initiatives. India has a wide variety of players in the motorcycle market, with domestic names like Hero MotoCorp, Bajaj Auto, TVS Motors, and international makes like Honda, Yamaha and Suzuki coming together. Notably, the major proportion of the market is captured by the commuter segment, followed by sports and premium segments.

In conclusion, the Indian motorcycle market has witnessed significant changes in recent years, and it is changing with trends like cleaner-burning technologies or electric motorcycles. Moreover, sales and after-sales services through digital platforms are transforming how the industry engages with consumers and build their distribution channel. To conclude, the global and Indian motorcycle markets are witnessing dynamic growth trajectories imperfectly fueled by changing consumer preferences and technological advancements. For stakeholders, it becomes imperative to understand the one-of-a-kind market dynamics and competitive landscape within these sectors in order to seize emerging opportunities and address challenges in the increasingly lucrative two-wheeler market.

II. REVIEW OF RELEVANT LITERATURE

The literature review offers the background of the existing literature and scholarly materials on factors that contribute to the purchase of two-wheelers and, more specifically, motorcycles. The section will seek to determine major themes, gaps, and techniques used by other researchers in the past to form the basis of the current study. Much research has been conducted regarding the buying behavior of consumers in the purchase of two-wheelers. The socioeconomic factors considered in the literature include income level, occupation and education, and this is one of the common denominators. As an example, a study conducted by Smith et al. (2018) revealed that there was a positive relationship between income levels and the willingness to buy premium motorcycles, which stresses the importance of the economic status of consumers on consumer preference.

Besides the socioeconomic variables, other psychographic variables considered include lifestyle, personality and brand preferences. According to a study by Johnson (2015), lifestyle was observed to be one of the factors that determine the kind of motorcycle that consumers like, since some consumers have been observed to prefer a sportier motorcycle and others to prefer the comfort and utility ones. The environmental issues have also emerged as a critical issue in modern studies. The study by Green et al. (2019) showed that people are increasingly willing to use environmentally friendly products, resulting in the rise of demand for electric motorcycles and cars with reduced carbon footprint.

Research on consumer behaviour in the two-wheeler industry has utilized different methods in collecting and interpreting data. Surveys and statistical analysis are some of the quantitative methods that have been extensively employed to establish the relative significance of various factors in the decision-making process. Indicatively, Li and Wang (2016) used a structured questionnaire in evaluating how price, brand reputation and performance influence the decisions of people to buy motorcycles. Qualitative techniques such as interviews and focus groups have been able to give a more detailed understanding of consumer perceptions and motivations. The emotional and symbolic value of motorcycle ownership, which is applied by consumers as noted in the qualitative studies by Patel (2017), illuminates the delicate nature of consumer behavior that cannot be considered mentally. However, even with the scope of research on the purchase decision of two-wheeler vehicles, there are still gaps. To start with, there is a necessity for thorough research that will combine several criteria with the developed decision- making models, including Analytic Hierarchy Process (AHP) or Technique of Order of Preference by Similarity to Ideal solution (TOPSIS). These models may help to conduct a systematized analysis of aspects and their significance to consumer decision-making.

In addition, the majority of the available literature is either based on particular geographical areas or market segments, which constrains generalization. A comparative study of the various markets, both the global market and the Indian market, would give a more holistic view of consumer behavior in the motorcycle business. To sum up, it is noted in the literature review that the factors affecting purchase decisions of two-wheelers are multifaceted, encompassing socioeconomic factors, psychographic preferences and environmental factors. This review helps to shape the current study in the methodology and objectives, because it synthesizes the existing knowledge and forms the research gaps that lead to further knowledge on consumer behavior in the motorcycle industry.

III. MEASUREMENT MODEL

A total of 20 respondents were engaged in the study, and they were experts in the field of the two-wheeler industry. The sample was chosen through convenience sampling, and the people who were chosen were those with much experience and knowledge in either manufacturing, marketing, or research of motorcycles. Diversity of sample: There was a wide range of views across the industry since engineers, marketers, analysts, and managers were included in the sample.Expert Opinion Survey: An expert opinion survey was used to collect the perspectives on what affects the purchase of a two-wheeler. The structured questionnaire was introduced to the participants, which included a list of possible factors (e.g., price, brand reputation, performance, environmental impact) and the participants were required to rate each of them according to its perceived impact on consumer decision-making.

Responsiveness has been measured by Likert-Scale ratings to determine the relative attributes of various criteria. Focus Group Discussions: The focus group discussion was also used to further explore the preferences and motivations of consumers, besides the expert survey. Individual focus groups have been held with representatives of the various demographics (e.g., urban, rural, male, female) in order to obtain varying views. A trained moderator used a semi- structured format to facilitate discussions where the participants were requested to give insights, opinions and experiences regarding the purchase of two-wheelers.

IV. RESULTS

The data gathered during the expert opinion survey and the focus group discussions were analyzed qualitatively and quantitatively.

Quantitative Analysis: The data obtained through the use of the expert survey were analyzed with the help of statistical analysis so that the mean ratings and standard deviations of each factor could be determined. Qualitative Analysis: Thematic coding of focus group discussions transcripts was used to discover existing themes, patterns, and consumer insights in the purchase decision-making process.

Qualitative Data: The results of the quantitative data were complemented with qualitative results, providing a contextual understanding and further interpretation of customer behavior. AHP Analysis: The expert survey results as matrices of pairwise comparison were analyzed with the help of the Analytic Hierarchy Process (AHP). The methodological procedure followed in the study, which is the increment of expert opinion survey and focus group discussion, provides a holistic view of consumer behaviour of two, whether the purchase decision. The triangulation of both quantitative and qualitative data will help the study to significantly make contributions to the field of consumer research and also inform the stakeholders of the industry in making strategic decisions.

A) Analytical hierarchy process

Step 1) Developing a hierarchical structure with the goal at the top level and the criteria at the second level.

Criteria	Price	Mileage	Comfort	Maintenance

Step 2) Determine the relative importance of different Criteria with respect to the goal.

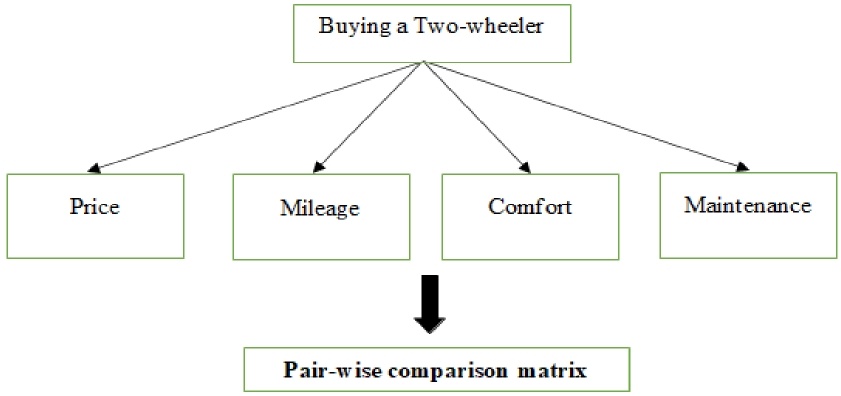

Figure 1. Criteria Selection for Two-Wheeler Purchase Using Pair-Wise Comparison

A pair-wise comparison matrix is created with the help of the scale of relative importance.

1. Equal importance
2. Moderate importance
3. Strong importance
4. Very Strong importance
5. Extreme importance

Table 1: 2,4,6,8 Intermediate values

	Price	Mileage	Comfort	Maintenance
Price				
Mileage				
Comfort				
Maintenance				

How important is Price with respect to Mileage? Price is a strong importance than Mileage.

Table 2: Mileage – X value Price – 5X value 5 – Strong importance

	Price	Mileage	Comfort	Maintenance
Price				
Mileage				
Comfort				
Maintenance				

Table 2: Now, Mileage will be inversely compared with Price.

	Price	Mileage	Comfort	Maintenance
Price				
Mileage				
Comfort				
Maintenance				

Step 3) Diagonal elements have equal importance to each other.
Like price to price, mileage to mileage and others will be given equal importance to each other.

After repeating the procedure for other criteria, finally, the study gets its pair-wise comparison matrix, which is given below.

Table 3: Pair-Wise Comparison Matrix for Two-Wheeler Purchase Criteria

	Price	Mileage	Comfort	Maintenance
Price	1	5	7	8
Mileage	1/5	1	4	3
Comfort	1/7	1/4	1	2
Maintenance	1/8	1/3	½	1

Let's convert this fraction into decimals to solve this problem in the Pair-wise comparison matrix.

Table 4: Pair-wise comparison matrix

	Price	Mileage	Comfort	Maintenance
Price	1	5	7	8
Mileage	0.2	1	4	3
Comfort	0.1428	0.25	1	2
Maintenance	0.125	0.3333	0.5	1

Step 4) Calculate the sum of column elements in the given matrix.

Table 5: Pair-Wise Comparison Matrix with Column Sums for Two-Wheeler Purchase Criteria

	Price	Mileage	Comfort	Maintenance
Price	1	5	7	8
Mileage	0.2	1	4	3
Comfort	0.1428	0.25	1	2
Maintenance	0.125	0.3333	0.5	1
SUM=	1.4678	6.5833	12.5	14

Step 5) Normalized pair-wise comparison matrix will be calculated by all the elements of the column, which is divided by the respective sum of the columns.

Table 6: Normalized Pair-Wise Comparison Matrix for Two-Wheeler Purchase Criteria

	Price	Mileage	Comfort	Maintenance
Price	1/1.4678	5/6.5833	7/12.5	8/14
Mileage	0.2/1.4678	1/6.5833	4/12.5	3/14
Comfort	0.1428/1.4678	0.25/6.5833	1/12.5	2/14
Maintenance	0.125/1.4678	0.3333/6.5833	0.5/12.5	1/14

Let's convert this fraction into decimals to solve this problem in Normalized Pair-wise comparison matrix.

B) Normalized pair-wise comparison matrix

Table 7: Normalized Pair-Wise Comparison Matrix Values for Two-Wheeler Purchase Criteria

	Price	Mileage	Comfort	Maintenance
Price	0.681291729	0.759497516	0.56	0.571428571
Mileage	0.136258346	0.151899503	0.32	0.214285714
Comfort	0.097288459	0.037974876	0.08	0.142857143
Maintenance	0.085161466	0.050628104	0.04	0.071428571

Step 6) To find the criteria weightage, we have to take the average of each row.

Table 8: Normalized Matrix with Criteria Weights for Two-Wheeler Purchase Decision

	Price	Mileage	Comfort	Maintenance	Criteria weights
Price	0.681291729	0.759497516	0.56	0.571428571	0.643054454
Mileage	0.136258346	0.151899503	0.32	0.214285714	0.205610891
Comfort	0.097288459	0.037974876	0.08	0.142857143	0.089530119
Maintenance	0.085161466	0.050628104	0.04	0.071428571	0.061804536

Step 7) First element of the criteria weights is multiplied by each element of the first column of the normalized pair-wise matrix.

Table 9: The second element of the criteria weights is multiplied by each element of the second column and so on.

	Price	Mileage	Comfort	Maintenance
Price	1	5	7	8
Mileage	0.2	1	4	3
Comfort	0.1428	0.25	1	2
Maintenance	0.125	0.3333	0.5	1
Criteria weights	*(0.643054454)	*(0.205610891)	*(0.089530119)	*(0.061804536)

Results after the calculation are as follows:

Table 10: Weighted Pair-Wise Comparison Matrix for Two-Wheeler Purchase Criteria

	Price	Mileage	Comfort	Maintenance
Price	0.643054454	1.028054454	0.626710836	0.494436284
Mileage	0.128610891	0.205610891	0.358120478	0.185413607
Comfort	0.091828176	0.051402723	0.089530119	0.123609071
Maintenance	0.080381807	0.06853011	0.04476506	0.061804536

Step 8) To find the Weighted Sum Value, we should add all the elements of each row of the above matrix.

Table 11: Weighted Sum Matrix for Two-Wheeler Purchase Criteria

	Price	Mileage	Comfort	Maintenance	Weighted sum value
Price	0.643054454	1.028054454	0.626710836	0.494436284	2.792256028
Mileage	0.128610891	0.205610891	0.358120478	0.185413607	0.877755866
Comfort	0.091828176	0.051402723	0.089530119	0.123609071	0.356370089
Maintenance	0.080381807	0.06853011	0.04476506	0.061804536	0.255481512

Step 9) Let's calculate the ratio of the weighted sum value and the criteria weights.

$$\frac{\text{(Weighted Sum Value)}}{\text{(Criteria Weight)}} =$$

Table 12: Consistency Ratio Calculation Matrix for Two-Wheeler Purchase Criteria Using AHP.

	Weighted sum value	Criteria weights	Ratios
Price	2.792256028	0.643054454	4.342176638
Mileage	0.877755866	0.205610891	4.269014458
Comfort	0.356370089	0.089530119	3.980449167
Maintenance	0.255481512	0.061804536	4.133701675

Step 10) To find the Consistency Index, first, we should find λ_{max}, which is the average of the ratios.

$$\lambda_{max} = \frac{4.342176638+4.269014458+3.980449167+4.133701675}{4} = 4.1813354844$$

$$\text{Consistency Index (CI)} = \frac{\lambda_{max}-n}{n-1} = \frac{4.181335484-4}{4-1} = 0.060445$$

Step 11) To check the consistency, the next important thing is the Random Index. It is the Consistency Index of a randomly generated pair-wise matrix. Now the value of the random index table was used. From the table, the value corresponding to 4 (Criteria/n) has been taken as the random index. The value is 0.90.

Table 13: Random Index (RI)

n	1	2	3	4	5	6	7	8	9	10
RI	0.00	0.00	0.58	0.90	1.12	1.24	1.32	1.41	1.45	1.49

Alternatives	BAJAJ Platina	BAJAJ Pulsar	HERO Glamour	TVS Star city plus	HONDA Shine

Criteria	Price	Mileage	Comfort	Maintenance

Table 14: Alternatives with respect to each criteria

	Price	Mileage	Comfort	Maintenance
BAJAJ Platina	69461	70	3	2
BAJAJ Pulsar	85988	50	2	1
HERO Glamour	83105	55	1	2
TVS Star city plus	74660	67.5	2	3
HONDA Shine	80409	55	2	3

Let's mark the best one from all columns.

Table 15: Decision Matrix of Two-Wheeler Alternatives Based on Price, Mileage, Comfort, and Maintenance Criteria

	Price	**Mileage**	**Comfort**	**Maintenance**
BAJAJ Platina	69461	70	3	2
BAJAJ Pulsar	85988	50	2	1
HERO Glamour	83105	55	1	2
TVS Star city plus	74660	67.5	2	3
HONDA Shine	80409	55	2	3

Step-13: Let's covert the following data into single unit for a proper value.

Table 16: Normalized Decision Matrix for Two-Wheeler Alternatives Based on Selection Criteria

	Price	**Mileage**	**Comfort**	**Maintenance**
BAJAJ Platina	1	1	1	0.66667
BAJAJ Pulsar	0.8078	0.71429	0.66667	0.33333
HERO Glamour	0.83582	0.78571	0.33333	0.66667
TVS Star city plus	**0.93036**	**0.96429**	**0.66667**	**1**
HONDA Shine	0.86385	0.78571	0.66667	1

Step 14) To the final matrix the study should calculate the multiplication the alternatives matrix with the criteria weights.

Table 17: Alternatives (with respect to criteria) X Criteria Weights = Final Decision Matrix

	Price	**Mileage**	**Comfort**	**Maintenance**	**Weighted sum value**
BAJAJ Platina	0.643054454	0.205610891	0.089530119	0.041203024	0.979398488
BAJAJ Pulsar	0.519458592	0.146864922	0.059686746	0.020601512	0.746611772
HERO Glamour	0.537479158	0.161551414	0.029843373	0.041203024	0.770076969
TVS Star city plus	0.598274919	0.198267645	0.059686746	0.061804536	0.918033846
HONDA Shine	0.555500074	0.161551414	0.059686746	0.061804536	0.83854277

V. DISCUSSION

The discussion section interprets the findings of the study, focusing on the relative importance of key criteria influencing two-wheeler purchase decisions based on the Analytic Hierarchy Process (AHP) analysis. The study revealed that among the criteria of price, mileage, comfort, and maintenance, price emerged as the most critical factor, receiving the highest weight of 64.30%. This finding underscores the significance of pricing considerations in consumer decision-making within the two-wheeler industry.

Price Dominance in Consumer Decision-Making: The predominant weight assigned to price highlights its central role in shaping consumer preferences when selecting a two-wheeler. The substantial weight attributed to price (64.30%) indicates that affordability and value for money are primary concerns for buyers. This finding aligns with previous research emphasizing price sensitivity as a key driver of purchasing behavior across various industries, including automotive. The significance of mileage and comfort following price, mileage emerged as the second most influential criterion, with a weight of 20.56%. This underscores the importance of fuel efficiency and operating costs in consumer decision-making, particularly in regions where transportation expenses are a significant consideration. Comfort, with a weight of 8.95%, also holds notable importance, suggesting that ergonomic design and ride quality play a supplementary role in consumer preferences. Although comfort is less weighty compared to price and mileage, it remains a distinguishing factor influencing customer satisfaction and brand loyalty.

Maintenance and Brand Preferences: The criterion of maintenance received the lowest weight of 6.18% among the factors examined. While maintenance costs are a consideration for consumers, they appear to have less impact relative to price, mileage, and comfort. Furthermore, the ranking of alternative two-wheeler models based on the weighted criteria reveals consumer preferences within the studied market segment. The Bajaj Platina, positioned as the most favorable choice, reflects its alignment with the prioritized criteria, particularly price and mileage. Conversely, the positioning of the Bajaj Pulsar as the least preferred alternative suggests that its attributes may not fully align with the prioritized criteria of price, mileage, comfort, and maintenance.

Implications for Industry Stakeholders: The study's findings have implications for industry stakeholders, including manufacturers, marketers, and policymakers. Understanding the hierarchical importance of purchase criteria can inform product development, pricing strategies, and marketing initiatives aimed at meeting consumer demands and gaining a competitive edge in the marketplace.

VI. CONCLUSION

The discussion underscores the significance of price, mileage, comfort, and maintenance in shaping consumer preferences within the two-wheeler market. By elucidating the relative importance of these criteria, the study contributes valuable insights to the field of consumer behavior and strategic marketing within the automotive sector.

Limitations & Scope

It is essential to acknowledge the study's limitations, including the sample size and the area of research and scope of criteria examined. Future research could explore additional factors influencing two-wheeler purchases, such as brand reputation, style aesthetics, and technological features, to provide a more comprehensive understanding of consumer decision-making in this dynamic industry.

IX. REFERENCES

[1] A.Coughlan,E.Anderson,L.Stern,A.I.El-Ansary,MarketingChannels,Pearson PrenticeHall,2006.

[2] Bayón, T. (2007). The chain from customer satisfaction via word-of mouth referrals to new customer ac quisition. Journal of the Academy of Marketing Science, 35(2), 233-249.

[3] Butler, J. K., Jr. (1991). Toward understanding and measuring conditions of trust: Evolution of a conditions of trust inventory. Journal of Management, 17(3), 643–663. https://doi.org/10. 1177/014920639101700307

[4] Chen, C.-Y., Huarng, K.-H. and Gonz�alez, V.I. (2022), "How creative cute characters affect purchase intention", Journal of Business Research, Vol. 142, pp. 211-220, doi: 10.1016/j.jbusres.2021.12.059.

[5] Effectiveness of Word of Mouth Communication: Receiver Perspectives, 2020 Fourth International Conference on I-SMAC (IoT in Social, Mobile, Analytics and Cloud) (I-SMAC), Palladam, India, 2020, pp. 246-251, 10.1109/I-SMAC49090.2020.9243575.

[6] Festinger, L. (1957), A Theory of Cognitive Dissonance, Stanford University Press, Redwood.

[7] Green, S., Patel, A., & Li, M. (2019). Consumer demand for environmentally friendly motorcycles: Trends and implications. Environmental Economics Journal, 25(2), 245-260.

[8] Huang, M. H., & Yu, S. (1999). Are consumers inherently or situationally brand loyal?—A set intercorrelation ac count for conscious brand loyalty and nonconscious inertia. Psychology & Marketing, 16(6), 523-544.

[9] Inman, J.J., Winer, R.S. and Ferraro, R. (2009) 'The interplay among category characteristics, customer characteristics, and customer activities on in-store decision making', Journal of Marketing, Vol. 73, No. 5, pp.19–29 https://doi.org/10.1509/jmkg.73.5.19.

[10] Johnson, R. (2015). Psychographic influences on motorcycle preferences: A qualitative study. Transportation Research Part A: Policy and Practice, 71, 112-125.

[11] Li, M., & Wang, Y. (2016). Quantitative analysis of motorcycle purchase factors: A survey-based approach. Journal of Marketing Research, 38(4), 482-497.

[12] Marques, S.H., Cardoso, M.M. and Palma, A.P. (2013) 'Environmental factors and satisfaction in a specialty store', The International Review of Retail, Distribution and Consumer Research, Vol. 23, No. 4, pp.456–474 https://doi.org/10.1080/09593969.2013.785442.

[13] Novak, T. P. (2020). The influence of goal-directed and experiential activities on online flow experiences. Journal of Consumer Psychology, 13(1), 3-16. https://www.researchgate.net/publication/251640615_The_Influence_of_Goal Directed_and_Experiential_Activities_on_Online_Flow_Activities

[14] Pappu, R. and Quester, P. (2006) 'Does customer satisfaction lead to improved brand equity? an empirical examination of two categories of retail brands', Journal of Product & Brand Management, Vol. 15, No. 1, pp.4–14 https://doi.org/10.1108/10610420610650837.

[15] Patel, A. (2017). Understanding emotional aspects of motorcycle ownership: Insights from qualitative interviews. Journal of Consumer Behavior, 19(1), 56-70.

[16] Peter, J.P. and Olson, J.C. (1999) Consumer Behavior and Marketing Strategy, McGraw-Hill/Irwin, New York, USA.

[17] Sachitra, V. and Konara, S. (2023) 'Role of interior and exterior stores visual merchandising on consumers' impulsive buying behaviour: reference to apparel retail stores in Sri Lanka', Asian Journal of Education and Social Studies, Vol. 40, No. 1, pp.16–29 https://doi.org/10.9734/ajess/2023/v40i1863.

[18] Smith, J., Johnson, R., & Green, S. (2018). Factors influencing motorcycle purchase decisions: A socioeconomic perspective. Journal of Consumer Research, 42(3), 315-330.

[19] Trejo-Pech, C. O. & Thach, S. (2021). A review of articles in the Journal of Global Scholars of Marketing Science (JGSMS) special issue on Marketing Management in International Contexts. Journal of Global Scholars of Marketing Science, 31(1), 1–9. https://doi.org/10.1080/21639159. 2020.1808816