

A Study On Factors Influencing The Consumers' Two-Wheelers Buying Decision Of The Kathmandu Localized Riders In Nepal

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Abstract

In Kathmandu the Two- Wheelers are the most common street commuter seen in the narrower roads . Because of the purchase affordability. road conditions, fuel consumption and availability, government levied road and vehicle taxes and the small amount of loans made available by the financial institution the Two- Wheelers are found the most important means of transportation . Keeping all these conditions and increased use of Two-Wheelers by the Nepalese riders in mind, a research was conducted to find the best suitable bike for the Nepalese Two- Wheelers users. For this study purpose , 215 samples were collected visiting the sales outlets,, garages and Two-Wheelers workshops in Nepal. Data were analyzed using SPSS and others suitable statistical tools. The research result showed that the most sold Two- Wheelers sold in Nepal was Bajaj and in Scooter section the Honda Dio was the most sold ones. The Hero brand is also found popular in Nepal. Yamaha , TVS are also having good acceptable market share .

Keywords: Two- Wheelers, Brands, Kathmandu Centered Riders Consumer Behavior, Two-wheelers, Kathmandu Automobile Market, Brand.

Introduction

In Kathmandu's context , it is least seen, studied and least taught and learnt subject. In these days, in Nepal, road transportation and communication is highly increasing. Automobile sector is still highly succeeding and the vehicles are mostly purchased from India.

Two –Wheelers , Three wheelers and Four wheelers markets are fast growing because of the increased per capita income, education, finance facilities provided by the commercial banks and external exposure of the Nepali people in and abroad Nepal. Every household in Terai almost keeps at least one two –wheeler auto vehicle.

In Nepal there are 15 brands of Two- Wheelers currently competing in the market. These brands include the different brands of motorcycles and Scooters like - Bajaj , Honda , Hero, Yamaha and Royal Enfield. Besides these Vespa, Aprilia, Deo, Grazia, Niu, Ntorq MotoCorp, SUPERSOCO, Hartford motorcycle, Italjet, Java, Kawasaki, Mahindra, Yatri Motorcycles (assembled in Nepal) . But, still then the Indian Brands are predominating the Nepalese Two-Wheelers Market.

There are different factors that affect the Two- Wheelers Purchase decision includes- buyer's marital status, occupation, religion, mode of payment, purpose of two wheeler purchase, number of family members and annual family income .

In the Kathmandu's context , so far these factors and others factors therein are least studied , least taught and least learnt subject. These days, in Nepal, road transportation and communication are highly increasing. Automobile sector is further increasing and the vehicles are mostly purchased from India. Two –Wheelers, three wheelers and four wheelers market are increasing because of the increased per capita income, education, financing facilities provided by the commercial banks and external exposure of the young Nepali people across the globe. It is found that every family in the Terai of Nepal almost keeps at least one two –wheeler auto vehicle.

The customers in Kathmandu are not so aware about the brand, cost, fuel economy, resale value, age mix factor, occupation and power of the auto vehicle. 1.2 million of different categories of auto vehicles run in Kathmandu road every day. It is also estimated that there are 3.8 million (3539518 till 2020) of vehicles registered in the Department of Transport Management (Do TM). It is also recorded that out of those registration, the two- wheelers constitute 2.6 million (80%). It is also said that the Nepal Auto Market stands as 28th largest in the world domestically. (Do TM)

Gradually developing economy accompanied with growth in population, urbanization are playing catalytic role in flourishing the auto market particularly two-wheelers in the Nepalese context. It is still expected to move ahead to reach 28th largest to 15th largest in coming few years. From this point of view of analysis, though the proposed study seems limited to Two-wheelers but from the stand point of the Nepalese Context and countries having the similar context, this study will be of utmost importance in making policies in different levels including government, business and personal level related to two-wheelers for the betterment of the country and the people using Two-Wheelers. Increasing urbanization (20.40%) has also facilitated in development of the auto market in Nepal. Abrupt growth of per capita income in 2011 (USD 1,236) to 1399 (March 15, 2024 to then 1456 (USD, 18 May 2024, CEIC DATA) has also led to increase the number of riders in Nepal. So, in Nepal two- wheelers have become the main conveyance device .

Review of Literature

Malla (2016) played out an exploration on scooters brand preference among ladies and observed ease of use is the most important element, followed by mileage, design, and cost. Additionally, a weak but positive correlation was found among liking a brand and every autonomous aspect, including cost, the distance traveled, pick of color, comfort level, design, longevity, resale value, fuel compartment size, and availability of replacement components.

Jain, Joshi and Mayee (2020) directed an exploration concentrate on "Factors motivating buying behavior of female two wheeler users in the district of Palghar" and gave the discoveries that Honda (Brand) was observed the most well-known brand followed by TVS. Most purchase was made on one-time installment premise and family use was generally normal.

Shahare (2020) presented his findings on the study “Consumer Behavior towards Two-Wheeler Scooter: With Special Reference to Nagpur City (Maharashtra, India)” and pointed out that in Brand-Honda, purchase power, availability, comfort was given importance.

Mani & Tripathy (2013) did an investigation and pointed that age below 30 were the major purchaser (25%), Service holder were major purchaser. Honda was the most preferred (28%). Bajaj was most liked for design. Mileage wise Bajaj most preferred.

Laitha (2019) performed a study and found out that most of the participants were of age below 30 years and chose Yamaha bikes. The most of the two-wheelers user were (50%) students to use Hero Honda. Yamaha Technology was found as superior technology, Hero Honda was second and TVS was third. 85% were satisfied from Yamaha brand. Prices was high according to 60% respondents.

(Karki, M.B. & Ghosal, I., 2022; Rana, S et al., 2025) conducted a research entitled as "Brand Management in Nepal Automobile Market with Reference to Consumer Behaviour" and found that the Nepalese auto users has no any brand preference but the price, safety standard, fuel economy and financing were found to affect consumer Two- Wheelers purchase decision.

How to Cite:

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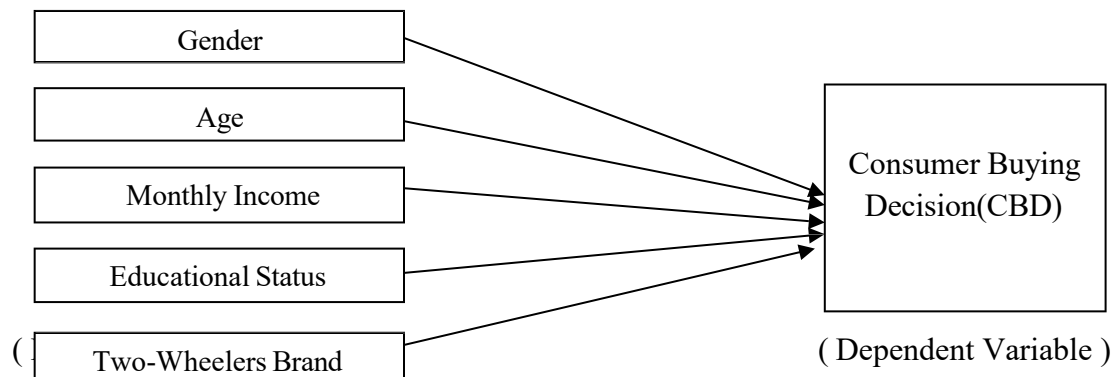
Diwakar Raj, S., and Kannan, N. (2022) conducted a survey entitled as " A Study on Consumers perception Towards Two- Wheelers Industry among Different Brands With Special reference to Chennai City". They , after detailed study found that many Factors determine positive customers perception towards product such as value for money or right price , mileage, engine performance , support services, like credit facility etc. The brand which has all these factors would gain Brand preference in the purchase decision.

Ghosal et al. (2024) stated that this new volume is an essential source of research on how to speed up business growth through technological innovation and knowledge generation.

Research Objectives

1. To find out the impact of Consumers' Demographic Factors like - Gender, Age, Income, Education level of Two-Wheelers Riders in making buying decision in Kathmandu Auto Market.
2. To find out most purchased Brand of the Two-Wheelers in Kathmandu localized Auto Market.

Theoretical Framework



Research Methodology

The research design used in this study is Descriptive Research Design,(DRD) as a survey is conducted through structured questionnaire and some of the statistical methods like Mean, ANOVA, and Correlations are used for making statistical analyses to make decision valid. A sample size of 215 was taken for collecting the data and information using structured questionnaires. SPSS is used to analyze the data. A few sample data were collected from Google docs and mostly the data were collected physically visiting Two-Wheelers sales outlets and service centers. Random and purposive sampling techniques are used for analyses.

Research Gaps

It is evident from the research review section above that there are very few Nepalese studies available in this field. However, certain accounts indicate that during the past 20 years, the use of 2-wheeled vehicles has increased abruptly in Nepal. There are currently about 4,37,614 registered automobiles according to NADA and the Department of Transportation Management (Do TM , 2020). Only 3,41,623 of them are 2-wheeled vehicles (www.dotm.gov.np), and the number of Two-Wheelers are increasing at a rate of 2,000,00 per year. In the Kathmandu Valley which includes two more adjacent districts namely Bhaktapur and Lalitpur, every day around 1.2 million auto vehicles used to run. (Do TM) But, it is true that in particular, for the Kathmandu Valley, there are no such detailed studies as of this kind. Further, there is a gap of the basic understanding regarding the Demographic Factors and the brand factor to affect the Two- Wheelers purchase Decision. So, this research tries to study taking these factors as study gaps.

Analysis of Data and Results

Table 1Demographic Statistics of Gender with reference to Consumer Buying Decision

	N	Mean	Std. Deviation	Std. Error	95% Confidence Interval for Mean		Min	Max
					Lower Bound	Upper Bound		

My purchase decision is based on brand image of the Two-Wheelers.	Male	156	3.351	0.5304	0.0425	3.269	3.436	2.0	5.0
	Female	59	3.477	0.5680	0.0739	3.327	3.623	2.0	5.0
	Total	215	3.414	0.5424	0.0370	3.313	3.459	2.0	5.0
I am influenced by the Price in Purchase of my Two-Wheelers.	Male	156	4.840	0.4472	0.0358	4.769	4.910	3.0	5.0
	Female	59	4.746	0.5117	0.0666	4.612	4.879	3.0	5.0
	Total	215	4.814	0.4664	0.0318	4.751	4.877	3.0	5.0
I consider the fuel efficiency of Two-Wheelers in my purchase decision.	Male	156	4.043	0.3078	0.0246	3.996	4.094	3.0	5.0
	Female	59	4.080	0.2809	0.0366	4.012	4.158	4.0	5.0
	Total	215	4.061	0.3005	0.0205	4.015	4.096	3.0	5.0
My purchase decision rely on Financial Schemes of Two-Wheelers.	Male	156	4.074	0.2905	0.0233	4.031	4.123	3.0	5.0
	Female	59	4.183	0.3928	0.0511	4.084	4.289	4.0	5.0
	Total	215	4.128	0.3005	0.0221	4.063	4.151	3.0	5.0

The table 1 shows the descriptive data of consumer buying decision on the basis of gender factor. All statements have an average mean of 4.104 and a deviance of 0.4025. Since the average rating is greater than four, the consumer buying decision on the basis of gender factor in purchasing Two-Wheelers is considered to be efficient. This is justifiable because the males numbers are dominant riders to female in Kathmandu.

Table 2 ANOVA Table of Gender as a factor to make Two-Wheelers Buying Decision

		Sum of Squares	Df	Mean Square	F	Sig.
My purchase decision is based on brand image of the Two-Wheelers.	Between Groups	0.635	4	0.637	2.178	0.141
	Within Groups	62.323	213	0.293		
	Total	62.958	214			
I am influenced by the Price in Purchase of my Two-Wheelers.	Between Groups	0.368	4	0.378	1.744	0.188
	Within Groups	46.190	213	0.217		
	Total	46.558	214			
I consider the fuel efficiency of Two-Wheelers in my purchase decision.	Between Groups	0.104	4	0.068	0.753	0.387
	Within Groups	19.226	213	0.090		
	Total	19.330	214			
My purchase decision rely on Financial Schemes of Two-Wheelers.	Between Groups	0.367	4	0.513	0.870	0.483
	Within Groups	22.173	213	0.103		
	Total	22.540	214			

While looking at the table 2, we can see that all the assertion is insignificant when tested with gender factor of the respondents i.e. no difference between male and female in using Two-Wheelers in Kathmandu .Here the p-value is greater than 0.05.

Table 3 Demographic Statistics of Age as factor to make bike Buying Decision

		N	Mean	Std. Deviation	Std. Error	95% Confidence Interval for Mean		Min	Max
						Lower Bound	Upper Bound		
My purchase decision is based on brand image of the Two-Wheelers.	1	5	3.801	0.4472	0.2000	3.245	4.355	3.0	4.0
	2	76	3.394	0.5435	0.0623	3.271	3.519	2.0	5.0
	3	52	3.519	0.5770	0.0800	3.359	3.680	2.0	5.0
	4	43	3.279	0.5488	0.0837	3.110	3.448	2.0	4.0
	5	39	3.256	0.4424	0.0708	3.113	3.400	3.0	4.0
	Total	215	3.449	0.5424	0.0370	3.313	3.459	2.0	5.0
I am influenced by the Price in Purchase of my Two-Wheelers.	1	5	5.000	0.0000	0.0000	5.000	5.000	5.0	5.0
	2	76	4.829	0.4730	0.0543	4.721	4.937	3.0	5.0
	3	52	4.789	0.4575	0.0634	4.661	4.916	3.0	5.0
	4	43	4.836	0.4326	0.0660	4.704	4.970	3.0	5.0
	5	39	4.769	0.5361	0.0859	4.595	4.943	3.0	5.0
	Total	215	4.844	0.4664	0.0318	4.751	4.877	3.0	5.0
I consider the fuel efficiency of Two-Wheelers in my purchase decision.	1	5	4.000	0.7071	0.3162	3.122	4.878	3.0	5.0
	2	76	4.053	0.3223	0.0370	3.979	4.126	3.0	5.0
	3	52	4.075	0.3341	0.0463	3.984	4.170	3.0	5.0
	4	43	4.025	0.1525	0.0233	3.976	4.070	4.0	5.0
	5	39	4.077	0.2700	0.0432	3.989	4.164	4.0	5.0
	Total	215	4.046	0.3005	0.0205	4.015	4.096	3.0	5.0
My purchase decision rely on Financial Schemes of Two-Wheelers.	1	5	4.201	0.4472	0.2000	3.645	4.755	4.0	5.0
	2	76	4.065	0.2982	0.0342	3.998	4.134	3.0	5.0
	3	52	4.154	0.3643	0.0505	4.052	4.255	4.0	5.0
	4	43	4.141	0.3506	0.0535	4.032	4.247	4.0	5.0
	5	39	4.076	0.2700	0.0432	3.989	4.164	4.0	5.0
	Total	215	4.127	0.3005	0.0221	4.063	4.151	3.0	5.0

The table 3 shows the descriptive data of riders' buying decision on the basis of age factor. The overall average is more than 3. The greatest mean is 4.844 with a deviance of 0.4664 for the declaration "I am influenced by the price in purchase of my Two-wheelers," whilst the least mean is 3.449 with a variance of 0.5424 for the declaration "My purchase decision is based on brand image of the Two-wheelers." All statements have an average mean of 4.116 and a deviance of 0.4024. Since the average rating is greater than four, the riders' buying decision on the basis of age factor is considered to be efficient.

So, age factor is an important factor to affect consumers' two- wheelers buying decision.

Table 4 ANOVA Table of Age and Consumer Buying Decision

		Sum of Squares	Df	Mean Square	F	Sig.
My purchase decision is based on brand image of the Two-Wheelers.	Between Groups	2.932	4	0.733	2.565	0.039
	Within Groups	60.026	210	0.286		
	Total	62.958	214			
I am influenced by the Price in Purchase of my Two-Wheelers.	Between Groups	0.325	4	0.081	0.369	0.830
	Within Groups	46.233	210	0.220		
	Total	46.558	214			
I consider the fuel efficiency of Two- Wheelers in my purchase decision.	Between Groups	0.102	4	0.026	0.280	0.891
	Within Groups	19.228	210	0.092		
	Total	19.330	214			
My purchase decision rely on Financial Schemes of Two-Wheelers.	Between Groups	0.367	4	0.092	0.870	0.483
	Within Groups	22.172	210	0.106		
	Total	22.540	214			

While looking at the table 4 , we can see that only the assertion “My purchase decision is based on brand image of the Two-wheelers” is significant when tested with age factor of the respondents. Here the p-value is 0.039 which is less than 0.05. While for all other statements it is insignificant as the p-value is greater than 0.05.

So, Age factor has effect on choosing two- wheelers of different price level. This further clarifies that in Kathmandu it is found that as the age of rider is young , they tend to choose expensive and heavy bikes.

Table 5 Demographic Statistics of Monthly Income with reference to Riders' Buying Decision

		N	Mean	Std. Deviation	Std. Error	95% Confidence Interval for Mean		Min	Max
						Lower Bound	Upper Bound		
My purchase decision is based on brand image of the Two-Wheelers.	Below Rs. 15000	48	3.458	0.5035	0.0727	3.312	3.605	3.0	4.0
	Rs. 15001- Rs. 25000	32	3.404	0.6148	0.1087	3.185	3.628	3.0	5.0
	Rs. 25001- Rs. 35000	34	3.414	0.4996	0.0857	3.237	3.586	3.0	4.0
	Rs. 35001- Rs. 45000	50	3.440	0.5014	0.0709	3.297	3.583	3.0	4.0
	Rs. 45001- Rs. 55000	22	3.272	0.5505	0.1174	3.029	3.517	2.0	4.0

	Above Rs. 55000	29	3.208	0.6199	0.1151	2.971	3.443	2.0	4.0
	Total	215	3.366	0.5424	0.0370	3.313	3.459	2.0	5.0
I am influenced by the Price in Purchase of my Two-Wheelers.	Below Rs. 15000	48	4.854	0.4608	0.0665	4.720	4.988	3.0	5.0
	Rs. 15001- Rs. 25000	32	4.625	0.6599	0.1167	4.387	4.863	3.0	5.0
	Rs. 25001- Rs. 35000	34	4.853	0.3595	0.0617	4.728	4.978	4.0	5.0
	Rs. 35001- Rs. 45000	50	4.900	0.3642	0.0515	4.796	5.004	3.0	5.0
	Rs. 45001- Rs. 55000	22	4.773	0.4289	0.0914	4.583	4.963	4.0	5.0
	Above Rs. 55000	29	4.793	0.4913	0.0912	4.606	4.980	3.0	5.0
	Total	215	4.814	0.4664	0.0318	4.751	4.877	3.0	5.0
I consider the fuel efficiency of Two-Wheelers in my purchase decision.	Below Rs. 15000	48	4.019	0.3255	0.0470	3.926	4.115	3.0	5.0
	Rs. 15001- Rs. 25000	32	4.000	0.2540	0.0449	3.908	4.092	3.0	5.0
	Rs. 25001- Rs. 35000	34	4.058	0.2388	0.0410	3.975	4.142	4.0	5.0
	Rs. 35001- Rs. 45000	50	4.080	0.2740	0.0388	4.002	4.158	4.0	5.0
	Rs. 45001- Rs. 55000	22	4.046	0.3751	0.0800	3.879	4.212	3.0	5.0
	Above Rs. 55000	29	4.138	0.3509	0.0652	4.004	4.271	4.0	5.0
	Total	215	4.057	0.3005	0.0205	4.015	4.096	3.0	5.0
My purchase decision rely on Financial Schemes of Two-Wheelers.	Below Rs. 15000	48	4.021	0.2518	0.0363	3.948	4.094	4.0	5.0
	Rs. 15001- Rs. 25000	32	4.188	0.3966	0.0701	4.045	4.330	4.0	5.0
	Rs. 25001- Rs. 35000	34	4.118	0.3270	0.0561	4.004	4.232	4.0	5.0
	Rs. 35001- Rs. 45000	50	4.100	0.3030	0.0429	4.014	4.186	4.0	5.0
	Rs. 45001- Rs. 55000	22	4.091	0.2942	0.0627	3.960	4.221	4.0	5.0
	Above Rs. 55000	29	4.172	0.3844	0.0714	4.026	4.319	4.0	5.0
	Total	215	4.107	0.3245	0.0221	4.063	4.151	3.0	5.0

The above table 5 shows the descriptive data of riders' buying decision on the basis of monthly income factor. The overall average is more than 3. The greatest mean is 4.814 with a deviance of 0.4664 for the declaration "I am influenced by the price in purchase of my Two-wheelers," whilst the least mean is 3.366 with a variance of 0.5424 for the declaration "My purchase decision is based on brand image of the Two-wheelers." All statements have an average mean of 4.086 and a deviance of 0.4025. Since the average rating is greater than four, the riders' buying decision on the basis of monthly income factor is considered to be efficient. Higher the income , more power bike is purchased .

This clarifies that in Nepal, the higher income of riders, more expensive/ more power bike they like to buy.

Table 6 ANOVA Table of Monthly Income and Consumer Buying Decision

		Sum of Squares	Df	Mean Square	F	Sig.
My purchase decision is based on brand image of the Two-Wheelers.	Between Groups	1.644	5	0.329	1.122	0.350
	Within Groups	61.314	209	0.293		
	Total	62.958	214			
I am influenced by the Price in Purchase of my Two-Wheelers.	Between Groups	1.691	5	0.338	1.576	0.168
	Within Groups	44.867	209	0.215		
	Total	46.558	214			
I consider the fuel efficiency of Two- Wheelers in my purchase decision.	Between Groups	0.385	5	0.077	0.851	0.514
	Within Groups	18.945	209	0.091		
	Total	19.330	214			
My purchase decision rely on Financial Schemes of Two-Wheelers.	Between Groups	0.701	5	0.140	1.339	0.248
	Within Groups	21.839	209	0.104		
	Total	22.540	214			

While looking at the table 6, we can see that all the assertion is insignificant when tested with monthly income factor of the respondents. Here the p-value is greater than 0.05. This indicates that the riders of any income group buy the two wheelers. It also signifies that in Nepal used bikes are also available in Cheaper and affordable price.

Table 7 Demographic Statistics of Educational Status with reference to Consumer Buying Decision

		N	Mean	Std. Deviation	Std. Error	95% Confidence Interval for Mean		Min	Max
						Lower Bound	Upper Bound		
My purchase decision is based on brand image of the Two-Wheelers.	Undergraduate	96	3.375	0.5666	0.0578	3.260	3.490	2.0	5.0
	Bachelor's Degree	63	3.444	0.5321	0.0670	3.310	3.579	2.0	4.0
	Master's Degree	51	3.333	0.5164	0.0723	3.188	3.479	2.0	4.0
	M. Phil	3	3.667	0.5774	0.3333	2.232	5.101	3.0	4.0
	Ph.D.	2	3.000	0.0000	0.0000	3.000	3.000	3.0	3.0
	Total	215	3.386	0.5424	0.0370	3.313	3.459	2.0	5.0
I am influenced by the Price in Purchase of	Undergraduate	96	4.781	0.5069	0.0517	4.679	4.884	3.0	5.0
	Bachelor's Degree	63	4.825	0.4593	0.0579	4.710	4.941	3.0	5.0
	Master's Degree	51	4.843	0.4182	0.0586		4.961	3.0	5.0

my Two- Wheelers.						4.726			
	M. Phil	3	5.000	0.0000	0.0000	5.000	5.000	5.0	5.0
	Ph.D.	2	5.000	0.0000	0.0000	5.000	5.000	5.0	5.0
	Total	215	4.814	0.4664	0.0318	4.751	4.877	3.0	5.0
I consider the fuel efficiency of Two- Wheelers in my purchase decision.	Undergraduate	96	4.031	0.3062	0.0313	3.969	4.093	3.0	5.0
	Bachelor's Degree	63	4.063	0.3044	0.0384	3.987	4.140	3.0	5.0
	Master's Degree	51	4.098	0.3003	0.0421	4.014	4.183	4.0	5.0
	M. Phil	3	4.000	0.0000	0.0000	4.000	4.000	4.0	4.0
	Ph.D.	2	4.000	0.0000	0.0000	4.000	4.000	4.0	4.0
	Total	215	4.056	0.3005	0.0205	4.015	4.096	3.0	5.0
My purchase decision rely on Financial Schemes of Two- Wheelers.	Undergraduate	96	4.083	0.3134	0.0320	4.020	4.147	3.0	5.0
	Bachelor's Degree	63	4.095	0.2959	0.0373	4.021	4.170	4.0	5.0
	Master's Degree	51	4.157	0.3673	0.0514	4.054	4.260	4.0	5.0
	M. Phil	3	4.333	0.5774	0.3333	2.899	5.768	4.0	5.0
	Ph.D.	2	4.000	0.0000	0.0000	4.000	4.000	4.0	4.0
	Total	215	4.107	0.3245	0.0221	4.063	4.151	3.0	5.0

The above table 7 shows the descriptive data of consumer buying decision on the basis of educational status factor. The overall average is more than 3. The greatest mean is 4.814 with a deviance of 0.4664 for the declaration "I am influenced by the price in purchase of my Two-wheelers," whilst the least mean is 3.386 with a variance of 0.5424 for the declaration "My purchase decision is based on brand image of the Two-wheelers." All statements have an average mean of 4.0975 and a deviance of 0.4084. Since the average rating is greater than four, the consumer buying decision on the basis of educational status factor is considered to be efficient. This states that riders of any level of education are buying and riding the bikes in Nepal.

Table 8 ANOVA Table of Educational Status and Consumer Buying Decision

		Sum of Squares	Df	Mean Square	F	Sig.
My purchase decision is based on brand image of the Two-Wheelers.	Between Groups	0.903	4	0.226	0.764	0.550
	Within Groups	62.056	210	0.296		
	Total	62.958	214			
I am influenced by the Price in Purchase of my Two-Wheelers.	Between Groups	0.327	4	0.082	0.372	0.829
	Within Groups	46.231	210	0.220		
	Total	46.558	214			
I consider the fuel efficiency of Two- Wheelers in my purchase decision.	Between Groups	0.168	4	0.042	0.461	0.765
	Within Groups	19.162	210	0.091		
	Total	19.330	214			
My purchase decision	Between	0.366	4	0.091		

rely on Financial	Groups	22.174	210	0.106	0.866	0.485
Schemes of Two-	Within Groups	22.540	214			
Wheelers.	Total					

While looking at the table 8, we can see that all the assertion is insignificant when tested with educational status factor of the respondents. Here the p-value is greater than 0.05.

This states that riders of any level of education are buying and riding the bikes in Nepal.

To find the highest selling Two- Wheelers bike in Kathmandu , the following table was formed and analysis was carried out as per sample collected.

Table 9 Highest Selling Bikes in Nepal

Gender	Royal Enfield	Bajaj	Suzuki	Honda	Hero	TVS	Yamaha	Total
Male	8	54	12	23	27	8	16	148
Female	--	8	5	21	10	12	11	67
Total	8	62	17	44	37	20	27	215

The above table 9 it clearly states that the first company selling the highest number of Two - Wheelers Bajaj , followed by Honda and Hero respectively. Yamaha is in fourth position followed by TVS in the fifth rank. Suzuki was placed in the sixth rank and in the seventh position Royal Enfield was found.

Correlation Analysis

A different way of analysis was done to find the association between the nominal, also termed as independent variable and the scale variable, also termed as dependent variable. In our research, the Gender, Age, Monthly income and Educational Status are taken as independent/ nominal variables and Consumer Buying Decision (CBD) is taken as Scale Variables or Dependent Variables. SPSS was used. Eta Correlations were found out.

Gender and Consumer Buying Decision

Table 10 Correlation between Gender and Consumer Buying Decision

		Gender	CBD Total
Gender	Pearson Correlation	1	0.106
	Sig. (2-tailed)		0.121
	N	215	215
CBD Total	Pearson Correlation	0.106	1
	Sig. (2-tailed)	0.121	
	N	215	215

Gender and CBD correlation was also analyzed as in table 10 to see whether there was any impact in Two-Wheelers purchase decision due to gender difference and it was found that Pearson' Correlation (0.106) and Sig (2- tailed (0.121) both were insignificant in both the gender

and CBD total indicating that there was no any impact of Gender in Two- Wheelers purchase of Kathmandu based riders. Male and females are both are buying and using two- wheelers.

Age and Consumer Buying Decision

Table 11 Correlation between Age and Consumer Buying Decision

		Age	CBD_Total
Age	Pearson Correlation	1	-0.122
	Sig. (2-tailed)		0.074
	N	215	215
CBD_Total	Pearson Correlation	-0.122	1
	Sig. (2-tailed)	0.074	
	N	215	215

Table 11 was also formulated to see the relationship of buyers' and CBD. Age dependent and CBD total both were insignificant. Pearson Correlation in both the cases that are Age factor and CBD total were insignificant showing the value even in negative side.

This is true because the riders of any age are using two-wheelers either bikes or scooters..

Monthly Income and Buyers' Buying Decision

Table 12 Correlation between Monthly Income and Riders Buying Decision

		Monthly Income	CBD_Total
Monthly Income	Pearson Correlation	1	0.003
	Sig. (2-tailed)		0.967
	N	215	215
CBD_Total	Pearson Correlation	0.003	1
	Sig. (2-tailed)	0.967	
	N	215	215

Table 12 analyzes about the Monthly Income of the Kathmandu based Two- Wheelers riders in Kathmandu Automobile Market. It tried to examine the correlation between the monthly income of the respondents and consumer's two-wheelers buying decision. Correlation statistics in monthly income and CBT -total were calculated at 0.003 which also shows no association between monthly income and bike users' Buying decision. This clearly indicated that the buyers who are interested can make purchase decision even they have low monthly income. Because the price ranges are very wide and second hand bikes are easily available in the market even in Rs. 10,000.

Educational Status and Buyer Buying Decision

Table 13 Correlation between Educational Status and riders' Buying Decision

		Educational Status	CBD_Total
Educational Status	Pearson Correlation	1	0.097
	Sig. (2-tailed)		0.155

	N	215	215
CBD_Total	Pearson Correlation	0.097	1
	Sig. (2-tailed)	0.155	
	N	215	215

Table 13 describes about the effect of educational status and riders' Buying Decision of Two-Wheelers in Kathmandu based Auto market. Correlation statistics in educational status and CBD -total were calculated at 0.097 which also shows no association between educational status and Consumers Buying decision. This concludes that any person of any level of education were using two- wheelers in Kathmandu area.

Brand Perception and Consumer Buying Decision

Table 14 Correlation between Brand Perception and Buyers' Buying Decision

		Brand Perception Total	CBD_Total
Brand Perception Total	Pearson Correlation	1	
	Sig. (2-tailed)		
	N	215	
CBD_Total	Pearson Correlation	0.486**	1
	Sig. (2-tailed)	0.000	
	N	215	215

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

The Pearson's correlation coefficient between Consumer Buying Decision (Dependent Variable) and Brand Perception (Independent Variable) is displayed on Table 14. A substantial relationship exists between the independent and dependent variables. Bike riders' Buying Decision has a significant correlation coefficient with Brand Perception variable, which is 0.486. Yes, this is also justified because there is majority of young age class riders and they are more brand sensitive.

Discussion

The overall results of this study are, of new types of findings in the Kathmandu Automobile Market. All the demographic variables under the current studies (Gender, Age, Monthly Income, Educational Status) were found insignificant. Which clearly indicates that in the Kathmandu context, in these days, two- wheelers motorcycle and scooters are becoming the most common street commuter which justified the statement of abrupt increase in two wheelers (Do TM, 2020). Riders in Kathmandu are using Two- Wheelers irrespective of their Gender, Age, Monthly Income and Educational Level. Abrupt growth of per capita income in 2011 (USD 1,236) to 1399 (March 15, 2024 to then 1456 (USD, 18 May 2024, CEIC DATA) has also led to increase the number of riders in Nepal. So, in Nepal two- wheelers have become the main conveyance device. CEIC connotes The centre for Entrepreneurship, Innovation and Creativity.

According to Dr. Chowdhury (2019) in his piece entitled "Factors affecting buying behavior: A study on the consumers of Two-wheelers (Motorcycles) of Dhaka city," discovered that while profession plays a key part in ranking various traits, there are not any statistically significant disparities among the age and conjugal status groupings in terms of attribute ranking. But in

these newest findings in Kathmandu based research, age factor was found to affect brand choice. The reason behind this may be the legal provision of Nepal where a person attaining age of 16 years is entitled to get the two wheelers driving license because the youngsters do not bother about prices of the bikes rather they like brands and make purchases of the branded bike. In Nepal it justified by the sale of Bajaj pulsar bike which is the highest sold Two-Wheelers .

The table 9 it clearly states that the first company selling the highest number of Two -Wheelers Bajaj , followed by Honda and Hero respectively. Yamaha is in fourth position followed by TVS in the fifth rank. Suzuki was placed in the sixth rank and in the seventh position Royal Enfield was found.

Conclusion

A Study was undertaken in Kathmandu sector to find out the implications of some selected socio-economic parameters and Brands of Two-Wheelers and Riders in making riders' purchase decision of Two-Wheelers. Findings are some of new nature and different. The Gender factor of the respondents has no effect on making two-wheelers purchase decision. Male are slightly dominant to female riders in Kathmandu. Females are also coming up with using more and more number of two-wheelers. This is the indication of more women participation in the works. Age of the respondents in making purchase decision has also not shown any impact in making two-wheelers purchase decision. This depicts that people of any age of above 16 are entitled to ride two-wheelers. Riders of any occupation like teachers, students, and government service holders, advocate, Bankers, technicians, Businessmen and others are equally using two-wheelers. Monthly income of the riders was also studied to see whether there is any impact on their two wheelers purchase decision. After the analysis it was not seen any impact of income in making purchase decision of two-wheelers. Person with minimum income of NPR 15000-20000 can also make a purchase of used bikes in minimum price of NPR 40,000. (<https://hamrobazaar.com>) .Educational status were also taken as study variables to see their impact on Two-Wheelers purchase decision and found that both of those have no any impact in making their purchase decision.

While looking at the results of analysis in above table no.3 only the assertion “My purchase decision is based on Brand image of the two-wheelers” was tested with the age factor of the respondents. Here, the p –value is 0.039 which is less than 0.05. This indicated that youngsters are brand sensitive and see brand image of the bike in making bike purchase decision.

Bajaj was found the most sold/ purchased Two- Wheelers in Kathmandu . In Scooter category Dio was the most sold Two- Wheelers. Honda was found to occupy the second selling position in Kathmandu Two- Wheelers Auto Market followed by Hero and Yamaha in third and fourth position .

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