

Determinants of Purchase Intentions of Motorbikes: An Empirical Study on Dhaka City

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ABSTRACT

The global economy is expanding in line with the revolution in technology and informatics. In parallel, the global automotive industry has extended into every region of the world. Nowadays, the usage behavior toward automotive vehicles is gathering significant attention in developing countries where motorbikes hold the top position for their light weight, fuel efficiency, and low cost in terms of adoption features compared to other automobiles. As it is one of the most densely populated cities, the people of Dhaka hold different mindsets toward purchasing motorbikes. This study attempts to unlock the mystery behind the purchase intention of Dhaka city customers in relation to motorbikes. For that purpose, a literature review was carried out and a conceptual framework was developed by adopting and modifying the Theory of Planned Behavior (TPB). A quantitative research approach was undertaken, and 351 responses were collected by using the snowball sampling method. Structural Equation Modeling (SEM) was conducted by using SmartPLS 4. Through our analysis, only one predictor, service quality, was found as the determinant factor behind the purchase intention of motorbikes. Based on the findings, the author determined the implications for practitioners to better understand the market and included some solutions. Lastly, limitations and future research possibilities were discussed.

Keywords: Automobiles, Motorbikes, Purchase Intention.

JEL Codes: M31

I. Introduction

According to Fortune Business Insights (2024), the size of the global motorbike market was \$75.63 billion in 2022 and this is projected to grow from \$79.57 billion in 2023 to \$124.09 billion by 2030. A motorbike is an automobile with two wheels powered by a motor without pedals. It has been highly used as low-cost personal transport over the past period (Meliawati et al., 2023). Advancements in the automotive industry have boosted the sales of motorbikes. The disposable income of urban and rural people has also increased (Ellitan & Prayogo, 2022). The purchase intention of motorbikes is greater in urban areas, in line with the increase in the proportion of the urban population during the last decade. The most obvious and significant advantage of biking is the opportunity to move faster and avoid traffic in congested places (Vencataya et al., 2018).



Additionally, bikes are incredibly fuel-efficient, which means people can save money through spending less on fuel (Nasir et al., 2014). Although in the past decade, people only tended to use it to meet their specific needs, now having a motorbike has become a lifestyle for the technological change in the motorbike industry (Azmy et al., 2020). Manufacturers of motorbikes have also increased over the past decades.

Considering the volume of production and sales, the Indian motorcycle industry is the largest in the world as far as India is the biggest two-wheeler market in the world, registering an overall growth rate of 9.5 percent between 2006 and 2014 (Vanlalzuata, 2021). Some two-wheeler manufacturers in India are TVS Motor Company, Honda Motorcycle and Scooter India (Pvt.) Ltd, LML (India) Limited, Hero Honda Motors India Limited, Royal Enfield Motors India Ltd, Yamaha Motors India Pvt. Ltd, Mopeds in India, Suzuki Motor Corporation, Bajaj Auto Ltd etc. Two-wheelers represent the main individual mobility device in Bangladesh and has considerable room for growth in the next decade, in line with a growing per-capita income. The economy has boomed significantly in Bangladesh, and the demand for individual mobility has also grown, which indicates that the motorbike is the most efficient solution for personal mobility. Although motorbike usage rate has increased, bikers' prime concern when it comes to purchasing motorbikes in Bangladesh has been never identified. There are numerous companies that produce and sell motorbikes. However, when purchasing motorbikes, the key factor in choosing a motorbike, among a mixture of motorbike models and brands, is a concerning issue as the customer base is completely different from region to region. Comparing the subcontinental context, Bangladesh has the highest population density as per its tiny land area. Additionally, the road conditions and traffic scenarios on the road make it difficult to decide what the customer should focus on when purchasing motorbikes. This study attempts to identify the preferences of attributes that are considered to be the most relevant when it comes to purchasing motorbikes by customers.

Limited research has been conducted exploring the factors affecting customers' purchase intention of motorbikes. Research explored that brand image and product perception have a significant influence on the purchase decision of a motorcycle among the people of Indonesia (Azmy et al., 2020). Other research was conducted on the factors affecting the use of online motorbike services (Loan & Hung, 2018). Research also focused on consumers' desire for motorcycles in Pune city, India and revealed that brand name, the mileage of the motorbike, and price influence the purchase decision of the motorbike (Deshmukh & Chaudhari, 2021). The results of other research showed that price, product design, product quality, and brand image influence the purchase decision of Scotty motorcycles in Yogyakarta (Rizan et al., 2017). No research was found that focused on the determinants/factors affecting the purchase intention of motorbikes in Bangladesh. As the motorbike industry is changing day by day and the purchase intention of customers varies with geographical location, research on the purchase intention of motorbikes in Bangladesh is needed. For this reason, this research focuses on exploring the factors affecting purchase intention of motorbikes in Bangladesh.

II. Literature Review

Due to their flexibility and capacity to maneuver through heavy traffic, motorcycles are a common mode of transportation in Dhaka city (Rahman et al., 2021). Motorbikes as a mode of personal transport resemble cars in cultures of “automobility” (Featherstone, 2004; Sheller & Urry, 2006), but they offer their users more flexibility (Freeman, 2007) and also more risks (Rizan et al., 2017). When consumers are purchasing a product, they usually pay attention to how the quality of the products offered is related to the benefits of the products and whether they will meet the consumers’ needs or not. If consumers have a good impression, their behavioral intentions are positive such as the desire to repurchase the same brand, increase purchases, and wish to recommend the brand to others (Murdapa, 2020). Purchase intention measures have often been used to identify product purchase probabilities within a set time period (Sivaram et al., 2019).

A. The Theory of Planned Behavior (TPB)

The literature on consumer behavior has extensively studied the relationship between attitude and purchase intention (Erkan & Evans, 2016). According to Ajzen (1991), the Theory of Planned Behavior (TPB) expresses an individual's intention to carry out a specific activity. Many factors influence people's attitudes, which encourages them to buy motorbikes.

According to Petty and Briñol (2015), a number of variables influence people's attitudes, which in turn influences their decision to buy the brand of motorbikes known as Motorräder. The field of achievements demonstrated a substantial amount of research that backed the Theory of Planned Behavior (Yadav & Pathak, 2017). This research provides evidence that intentions reflect actual behavior (Rahimah et al., 2018). By applying the Theory of Planned Behavior (TPB), this study aims to take into account various behavior-causing elements (Ajzen & Fishbein, 1980). Additionally, the goal of this study was to identify a positive mindset and a subjective norm related to purchasing behavior. Scholars studying consumer behavior have generally acknowledged TPB as one of the few psychological theories (Cheng & Huang, 2013). According to Abraham and Sheeran (2002), TPB suggests that: (a) understanding intentions is the best way to predict personal behavior; (b) people's judgments of performing behavior and their social issues (subjective norms) describe intentions; and (c) external determinants only show the indirect impact on behavior. In light of the TPB, the researcher developed a conceptual framework to conduct the study.

B. Development of the Hypotheses

Social Influence (SI)

From social proof and peer recommendations to the impact of social media and celebrity endorsements, human behavior is significantly shaped by the preferences and choices of others (Goswami, 2016). Understanding and leveraging these social dynamics are essential for motorbike manufacturers and marketers to effectively connect with their

target audience and drive sales (Abdulwahid et al., 2022). If a particular motorbike is popular and well-liked among a person's social circle, they may feel more inclined to choose the same bike, assuming it is a reliable and desirable choice. Reference groups play a significant role in shaping consumer behavior. A reference group refers to a group of people an individual identifies with or aspires to be a part of (Hutahaeen, 2020). If a person's reference group comprises motorbike enthusiasts who prefer a certain brand or model, they may be influenced to align their choice with that group. Personal recommendations from friends, family, or colleagues who already own a motorbike can carry a lot of weight (Goswami, 2016). In addition, social influence can trigger a fear of missing out on a trendy product (Hutahaeen, 2020). If people perceive that owning a specific motorbike will enhance their social status or experiences, they may feel compelled to buy it (Hutahaeen, 2020). The presence of vibrant motorbike communities and events can also influence potential buyers. Being part of a community with shared interests can motivate individuals to purchase a motorbike to actively participate in events and rides (Hutahaeen, 2020). For example, in some cultures or regions, owning a motorbike might be perceived as a practical and common means of transportation, influencing people to choose it over other options.

Hypothesis 1 (H1). Social influence has a positive relationship with the intention to purchase a motorbike in Dhaka city.

Brand Image (BI)

A brand's image significantly influences the purchase intention of motorbikes. Consumers consider not only the physical attributes of the product, but also the intangible aspects represented by the brand (Khan et al., 2020). Brands that invest in cultivating a positive, consistent, and differentiated image are more likely to attract and retain customers in the competitive motorbike market. Consumers are more likely to trust a brand with a good reputation for producing durable and dependable motorbikes, leading to an increased likelihood of purchase (Abdulwahid et al., 2022). Consumers feel safer investing in motorbikes from brands they believe will deliver on their promises and provide excellent customer support (Meliawati et al., 2023). If a brand has successfully cultivated an emotional connection with its target audience, potential buyers may choose their motorbike over competitors due to the positive feelings associated with the brand (Khan et al., 2020). Some motorbike brands have a rich history and heritage, which can attract enthusiasts and collectors. A brand with a storied legacy may appeal to buyers looking for a sense of tradition and nostalgia. The image a brand projects can align with a particular lifestyle or set of values. For example, a brand known for adventure and outdoor exploration may attract buyers looking for thrilling experiences (Khan et al., 2020). If a brand is perceived as offering unique features, design elements, or technology, it can sway consumers to choose that brand over others. Effective marketing that aligns with the brand image can influence consumers' perceptions and attitudes towards motorbikes (Khan et al., 2020). Consumers may be willing to pay more for a product from a reputable brand because they perceive higher value and prestige associated with it (Goswami, 2016).

Hypothesis 2 (H2). Brand image has a positive relationship with the intention to purchase a motorbike in Dhaka city.

Product Quality (PQ)

Product quality is a crucial factor in the motorbike purchase decision. Buyers look for motorbikes that provide excellent performance, reliability, safety, and customer satisfaction. Investing in producing high-quality motorbikes can not only attract new customers, but also foster brand loyalty and positive word-of-mouth recommendations, ultimately contributing to the success of the brand in the market. High-quality motorbikes are designed and manufactured to perform well and provide a smooth riding experience (Husnain & Rasyid, 2022). Consumers want a motorbike that will last over time and require minimal maintenance, reducing the cost of ownership. Robust motorbikes with advanced safety features, and reliable braking systems are likely to be preferred by safety-conscious consumers (Hutahaeen, 2020). Motorbikes that consistently deliver high-quality performance are more likely to generate customer satisfaction. High-quality motorbikes that meet or exceed expectations in terms of performance, durability, and features are perceived as better investments (Khanna, 2017). Furthermore, the quality of a motorbike, can affect its resale value. Well-maintained, high-quality bikes tend to retain their value better over time, making them a more attractive option for buyers who consider resale potential (Goswami, 2016). Smooth controls, comfortable seating, and well-designed features contribute to a positive user experience. High-quality motorbikes are often associated with fewer breakdowns and repairs, leading to lower maintenance costs over the long term. Buyers may be willing to invest more upfront for a bike that offers cost savings in the long run.

Hypothesis 3 (H3). Product quality has a positive relationship with the intention to purchase a motorbike in Dhaka city.

Service Quality (SQ)

Consumers not only consider the quality of the product itself, but also the support and assistance they will receive throughout their ownership journey. A dealership that provides attentive and knowledgeable staff to address customer inquiries and help them make informed decisions can positively influence the purchase choice. The availability of reliable after-sales service and maintenance is crucial for motorbike buyers (Husnain & Rasyid, 2022). Knowing that they can get their motorbike serviced, repaired, and find genuine spare parts easily can enhance the overall ownership experience and attract potential buyers. Favorable warranty and guarantee policies provide customers with confidence in the product's quality and the manufacturer's commitment to customer satisfaction (Goswami, 2016). Buyers are more likely to choose a motorbike when they know they are protected by a comprehensive warranty. Timely delivery of the motorbike and adherence to promised timelines can create a positive impression on the buyer (Abdulwahid et al., 2022). A brand that consistently delivers on time is likely to gain customer trust and loyalty. Offering personalized service can create a sense of

importance and care for the customer. Brands that go the extra mile to understand individual needs and preferences can build stronger connections with buyers.

Hypothesis 4 (H4). Service quality has a positive relationship with the intention to purchase a motorbike in Dhaka city.

Word of Mouth (WOM)

Word of mouth plays a vital role in the consumer decision-making process for motorbikes and other products (Khanna, 2017). Positive experiences shared by real users can create a snowball effect, leading to increased sales and brand loyalty. On the other hand, negative experiences can have the opposite effect, potentially harming a brand's image and sales (Callaghan & Lazard, 2011). Manufacturers and sellers must recognize the importance of delivering high-quality products and excellent customer service to ensure positive word of mouth and maintain a favorable reputation in the market. People tend to trust the opinions and experiences of their friends, family, and peers more than advertising or marketing messages (Meliawati et al., 2023). Positive word of mouth from someone they know can lend credibility to a particular motorbike brand or model (Husnain & Rasyid, 2022). When someone hears positive reviews or recommendations from people they trust, it can have a strong influence on their decision to buy a specific motorbike (Yulianto et al., 2021). These recommendations can provide valuable insights into the performance, reliability, and overall satisfaction with the product (Callaghan & Lazard, 2011). Positive word of mouth creates a form of social proof, whereby potential buyers see that others have had good experiences with a particular motorbike. This can validate their choice and reduce uncertainty about the purchase (Abdulwahid et al., 2022). On the other hand, negative word of mouth can dissuade potential buyers from choosing a certain brand or model (Khanna, 2017). People may heed warnings about poor performance, frequent breakdowns, or bad customer service. Word of mouth allows potential buyers to gather information beyond what the manufacturer or seller provides (Hutahaeon, 2020). They can learn about real-life experiences, pros and cons, and features that might not be advertised. People can share their opinions with a global audience, and potential buyers can easily find and evaluate user feedback (Goswami, 2016).

Hypothesis 5 (H5). Word of mouth has a positive relationship with the intention to purchase a motorbike in Dhaka city.

Perceived Ease of Use (PEU)

Consumers look for bikes that they perceive as easy to operate and handle, especially if they are beginners, commuters, elderly, or have specific physical needs. Manufacturers that design and market bikes with user-friendly features and intuitive controls can attract a broader customer base and improve their market competitiveness (Husnain & Rasyid, 2022). Motorbikes perceived as easy to use are attractive to beginners and first-time riders. New riders often look for bikes that are user-friendly and that will not overwhelm

them with complex controls or handling (Ellitan & Prayogo, 2022). If a potential buyer feels that a motorbike is easy to operate, they are more likely to feel confident and comfortable while riding it. This perception can influence their decision to choose a particular model. Bikes that are perceived as easy to use can have a shorter learning curve (Abdulwahid et al., 2022). Consumers may prefer models that they can quickly adapt to and start enjoying without much practice. For consumers looking for motorbikes to carry out their daily commute, perceived ease of use can be a crucial factor (Yulianto et al., 2021). An easy-to-use bike can make daily commuting more convenient and hassle-free. Motorbikes that are perceived as easy to use may be preferred for family use, especially when multiple family members will be riding the same bike (Goswami, 2016). Perceived ease of use is especially important for elderly or disabled riders who may have physical limitations. A bike that is easy to handle can enable them to enjoy riding, despite their limitations (Ellitan & Prayogo, 2022). Consumers often look for bikes with user-friendly features such as an easy-start system, responsive brakes, and intuitive controls (Husnain & Rasyid, 2022). Bikes that are easy to maneuver and handle can be preferred for city riding. Perceived ease of use can be a significant factor for female riders who may prioritize bikes that are not physically demanding to handle (Goswami, 2016).

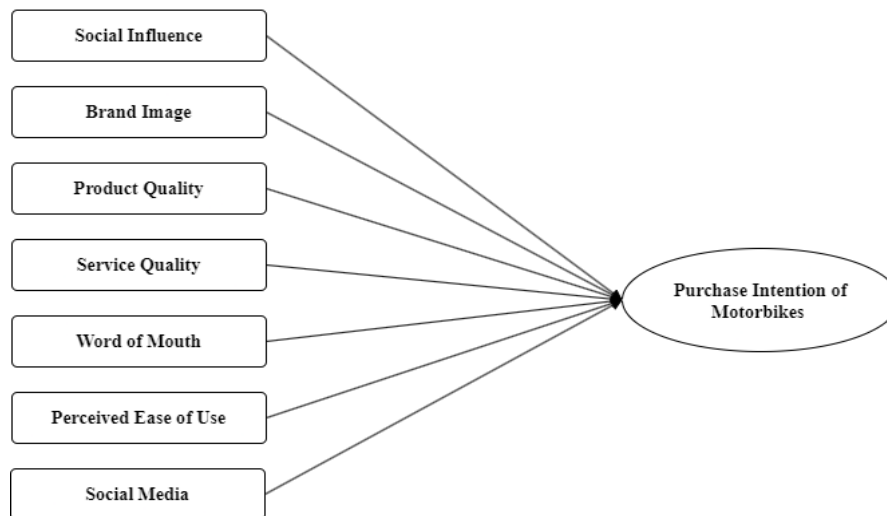
Hypothesis 6 (H6). Perceived ease of use has a positive relationship with the intention to purchase a motorbike in Dhaka city.

Social Media Advertising (SMA)

Consumers' attitudes towards social media advertising play a crucial role in shaping their purchase decision for motorbikes (Goswami, 2016). Positive attitudes can increase trust, engagement, and consideration, while negative attitudes may lead to avoidance and skepticism (Meliawati et al., 2023). Brands that understand their target audience's attitudes toward social media advertising can tailor their strategies to create more effective and impactful campaigns that resonate with potential buyers (Abdulwahid et al., 2022). Engaging and informative ads that highlight the features and benefits of the bike can enhance its perceived value (Jeon & Lee, 2020). Advertisements that align with their interests, preferences, and lifestyle are more likely to catch their attention and influence their purchase decision positively (Callaghan & Lazard, 2011). On the other hand, if consumers have a negative attitude toward social media advertising, they may be more skeptical and resistant to its influence (Jeon & Lee, 2020). Some users might use ad-blocking tools to avoid ads altogether, reducing the chances of being exposed to motorbike advertisements (Hutahaeon, 2020). Consumers with a positive attitude towards interactive ads may be more willing to engage with motorbike advertisements, leading to better brand recall and consideration (Jeon & Lee, 2020).

Hypothesis 7 (H7). Attitudes toward social media advertising have a positive relationship with the intention to purchase a motorbike in Dhaka city.

Figure 1
Conceptual model



III. Methods

A. Procedures

This research is explanatory in nature. As the researcher tried to find the factors that shape the purchase intention of motorbike customers, a quantitative research approach seemed to be the best option to obtain an adequate result.

The study was conducted in the city of Dhaka and its surrounding area because of the usage rate and the dynamics of the motorbike user (Zafri et al., 2021). Moreover, it is the capital city of Bangladesh and people from different locations of Bangladesh stay here (Adnan et al., 2009). Therefore, there is a chance of generalizability because of the diversification of the respondents.

The target population for this study are job holders, students, and businessmen who have purchase intention of motorbikes as a mode of transportation. This method has allowed this study to gather more accurate data from the respondents.

According to Hair et al. (2011), the Smart PLS software requires a minimum sample size, and the minimum sample size must be 10 times the maximum number of inner model links indicating the latent variables in certain models. There are 07 latent variables, thus they require a minimum sample size of 70. For generalizability, the study collected 351 responses. A nonprobability sampling technique was used to collect the data. The convenience sampling technique was adopted as it is cost-convenient and easy to adopt. Google form was used to generate a structured, well-organized, and user-friendly questionnaire. Data were collected by google forms with the help of google docs. The researcher used social networking sites (Facebook, WhatsApp, and Messenger) to distribute the data collection form.

B. Questionnaire Design and Measurements

A structured and close-ended questionnaire was used to collect data. The questions have been generated based on previous studies (Table 1). The validity and reliability of the items were also assessed. This study used the 5-point Likert scale indicating 1= Strongly disagree, 2= Disagree 3= Neutral, 4= Agree, and 5= Strongly agree.

Table 1: Scales measures.

Variable	Measures	Source
Brand Image	1. The reputation of a motorbike brand influences my intention to buy its products.	Khan et al. (2020)
	2. The emotional connection with a brand influences my decision to purchase its motorbike.	
	3. Trust in a motorbike brand and its perceived authenticity affect my intention to buy its products.	
Product Quality	1. The performance of a motorbike influences my purchase intention.	Yulianto et al. (2021)
	2. The build quality of a motorbike influences my decision to purchase it.	
Service Quality	1. The ease of scheduling and receiving service appointments for a purchased motorbike influences my likelihood of buying a motorbike.	Khanna (2017) Husnain and Rasyid (2022)
	2. Efficient maintenance services for motorbikes affect my decision to make a purchase.	
	3. The expertise and knowledge of service staff influence my confidence in purchasing a motorbike.	
Perceived Ease of Use	1. Perceived ease of use significantly influences my decision to purchase a motorbike.	Ellitan and Prayogo (2022)
	2. I think a motorbike with better-perceived ease of use is more likely to be chosen over a similarly priced bike with more complex features.	
Social media advertising	1. I think social media advertisements influence my purchase intention for a motorbike. 2. I find social media advertisements for motorbikes to be more effective in influencing my purchase intention compared to traditional advertising channels (TV, print, and billboards).	Meliawati et al. (2023)
Word of mouth	1. I trust recommendations or opinions about motorbikes provided by people I know.	Goswami (2016)
	2. Positive word of mouth about a particular motorbike significantly increases my likelihood of considering buying it.	
	3. I will rely on word-of-mouth recommendations when making purchasing decisions for motorbikes.	

Social Influence	1. My friends expect me to have purchase intention of motorbikes. 2. Media influences my purchase intention of motorbikes. 3. My classmates/colleagues expect me to have purchase intention of motorbikes.	Wan et al. (2012)
Purchase Intention	1. When I have purchase intention, I will search for all information about the price of a motorbike. 2. When I have purchase intention, I will search for all information about the quality of a motorbike.	Clarence and Keni (2022)

C. Data analysis

The hypothetical relationships among the variables were assessed using the Partial Least Squares-Structural Equation Modeling (PLS-SEM) as this software is widely used and acceptable (Duarte & Amaro, 2018). According to Hair et al. (2017), SEM is more accurate for path models and researchers can carry out the study more precisely. Bootstrapping of 5000 resampling was used in this study to evaluate the standard factor loading and path coefficient (Wooldridge, 1996).

IV. Results

A. Characterization of the sample

Data were collected from 351 respondents through disseminating the online survey questionnaires through several social media platforms (Table 2). This study used a Snowball sampling technique to collect data from the respondents who have purchase intention of motorbikes.

Table 2: Sample characteristics.

Variables	Categories	Frequencies	Percentage
Age	Below 18	3	0.85%
	18-24	127	36.18%
	25-34	206	58.69%
	35-44	15	4.27%
Gender	Male	261	74.36%
	Female	90	25.64%
Income	Below 10000	123	35.04%
	10000-20000	54	15.38%
	20001-30000	32	9.12%
	30001-40000	30	8.55%
	40001-50000	52	14.81%
	Above 50000	60	17.09%

Education	Secondary School	1	0.28%
	High School	56	15.95%
	Graduate	183	52.14%
	Postgraduate	111	31.62%
Total		351	

B. Model Validity and Reliability

According to George and Mallery (2019), the values of Cronbach’s alpha should be greater than 0.70 to ensure reliability. As presented in Table 3, all the values of Cronbach’s alpha are greater than 0.70, ensuring reliability. The values of composite reliability are also greater than the threshold level of 0.70 (Table 3). To evaluate convergent validity, the values of factor loading should be equal or greater than 0.708 (Hair et al., 2014), and the values of AVE should be equal or greater than 0.50 (Hair et al., 2019). As presented in Table 3, all the values of factor loading are greater than the recommended level, and the values of AVE are greater than the threshold level of 0.50, ensuring the convergent validity. For evaluating discriminant validity, the HTMT criterion and the Fornell–Larcker criterion are used (Franke & Sarstedt, 2019). The square root of AVE is calculated and the values on diagonal should be greater than the other values of the table (Fornell & Larcker, 1981). The diagonal values are greater than the other values in Table 4. Moreover, the values of HTMT ratio should be less than 1 (Henseler et al., 2015). As shown in Table 5, the values of HTMT ratio are less than 1, ensuring discriminant validity. According to Hu & Bentler (Hu & Bentler, 1998; Hu & Bentler, 1999), the value of SRMR should be less than 0.08 for assuring a good model fit. As displayed in Table 6 the SRMR values for both the estimated model and saturated model are less than 0.08 confirming a good model fit. In addition, the VIF values are less than 3, which indicates that the multicollinearity issue is not severe (Hair et al., 2017). However, Sq1 and Sq2 of the Table 3 showed minor multicollinearity as some VIF values were above 3. Nevertheless, According to Ringle et al. (2015) VIF values less than 5 are considered as no multicollinearity, values from 5-10 represent moderate multicollinearity and values more than 10 are considered as severe multicollinearity. Therefore, it can be said that the variance-related issues are not severe.

Table 3: Sample characteristics.

Note. *VIF* = Variance inflation factor.

Constructs	Items	Factor Loading	Cronbach’s alpha	Composite reliability	Average variance extracted (AVE)	VIF
Brand Image	Bi1	0.749	0.710	0.836	0.629	1.419
	Bi2	0.799				1.355
	Bi3	0.829				1.395
Product Quality	Pq1	0.855	0.788	0.899	0.817	1.735
	Pq2	0.950				1.735
Perceived Ease	Peu1	0.905	0.753	0.890	0.802	1.574

of Use	Peu2	0.886				1.574
Service Quality	Sq1	0.928	0.815	0.892	0.736	3.336
	Sq2	0.917				3.240
	Sq3	0.711				1.338
Word of Mouth	Wom1	0.859	0.808	0.887	0.724	1.943
	Wom2	0.907				2.309
	Wom3	0.781				1.545
Social Media Advertising	Sma1	0.948	0.884	0.945	0.896	2.678
	Sma2	0.945				2.678
Purchase Intention	Pi1	0.951	0.881	0.943	0.893	2.622
	Pi2	0.939				2.622
Social Influence	Si1	0.884	0.846	0.906	0.764	2.386
	Si2	0.827				1.736
	Si3	0.909				2.319

Table 4: Fornell–Larker criterion.

Note. AT= Attitude, BI= Brand Image, PEU= Perceived Ease of Use, PQ= Product Quality, PI= Purchase Intention, SQ= Service Quality, SI= Social influence, SMA= Social Media Advertising, WOM= Word of Mouth. In **bold**: square root of AVE.

	BI	PEU	PQ	PI	SQ	SI	SMA	WOM
BI	0.793							
PEU	0.421	0.895						
PQ	0.357	0.294	0.904					
PI	0.298	0.341	0.113	0.945				
SQ	0.415	0.458	0.363	0.449	0.858			
SI	0.312	0.479	-0.028	0.275	0.284	0.874		
SMA	0.311	0.371	0.086	0.305	0.374	0.633	0.946	
WOM	0.468	0.539	0.266	0.348	0.415	0.527	0.500	0.851

Table 5: Heterotrait-Monotrait ratio (HTMT).

Note. AT= Attitude, BI= Brand Image, PEU= Perceived Ease of Use, PQ= Product Quality, PI= Purchase Intention, SQ= Service Quality, SI= Social influence, SMA= Social Media Advertising, WOM= Word of Mouth.

	BI	PEU	PQ	PI	SQ	SI	SMA	WOM
BI								
PEU	0.563							
PQ	0.475	0.373						
PI	0.363	0.415	0.131					
SQ	0.559	0.604	0.443	0.517				
SI	0.396	0.600	0.089	0.317	0.356			
SMA	0.385	0.453	0.096	0.345	0.440	0.738		
WOM	0.619	0.691	0.325	0.408	0.536	0.646	0.586	

C. Goodness of Fit

The standardized root means-square residual (SRMR), normed fit index (NFI) and exact model fit measures were used to determine the goodness of fit of this study (See Table 6). The difference between the measured and estimated correlation matrix is less than

0.08. Therefore, it can be said that there is a good fit in measured and predicted correlation (Hu & Bentler, 1998; Hu & Bentler, 1999). The geodetic distance (d_G) value of the estimated model is 2.556 and the saturated model is 2.312, which is greater than 0.05 suggesting the model passed all the model fit tests. NFI values close to 1 are considered as good fitness of the model (Bentler & Bonett, 1980). In this analysis, the saturated NFI value is 0.0857 and the estimated NFI value is 0.864, which indicates the model met the overall statistical fitness criterion.

Table 6: Model fit summary.

	Saturated model	Estimated model
SRMR	0.071	0.071
d_G	2.312	2.556
NFI	0.857	0.864

Also, this study can explain 28.8% variation in Attitude and 27.3% variation in Purchase intention. Moreover, the difference between R^2 and Adjusted R^2 is less than 0.03, indicating a relevant model.

The findings of SEM results for hypothesis testing are presented in Table 7. In the context of a direct relationship between the independent variables and purchase intention, only H4 is supported, which means that among all the independent variables only service quality has a direct influence on intention to purchase motorbikes in Dhaka city. The other variables (social influence, brand image, product quality, word of mouth, perceived ease of use, and social media advertising) have no direct impact on purchase intention.

Table 7: Path result.

Note. Hyp = Hypotheses.

Hyp.	Path	B	Sample Mean (M)	Standard deviation (SD)	T Statistics	P Value	Decision
H1	SocialInfluence → PurchaseInt	-0.023	-0.023	0.063	0.361	0.718	Not Supported
H2	BrandImg → PurchaseInt	0.069	0.069	0.055	1.255	0.209	Not Supported
H3	ProductQual → PurchaseInt	-0.095	-0.087	0.055	1.720	0.085	Not Supported
H4	ServiceQual → PurchaseInt	0.319	0.314	0.079	4.034	0.000	Supported
H5	WordOfMouth → PurchaseInt	0.082	0.083	0.073	1.123	0.262	Not Supported
H6	PerceivedEaseUse → PurchaseInt	0.067	0.067	0.077	0.879	0.379	Not Supported
H7	SocialMediaAD → PurchaseInt	0.057	0.058	0.058	0.990	0.322	Not Supported

V. Discussion

Based on the research output, only service quality has a significant impact on the purchase intention of motorbikes among Dhaka city customers. Studies have found that the availability of reliable after-sale services (Husnain & Rasyid, 2022), comprehensive warranty (Abdulwahid et al., 2022), and warranty and guarantee policy (Goswami, 2016) create a positive impression and help to gain the trust and loyalty of the customer. Therefore, focusing on the dimensions of service quality may help marketers and brand practitioners to increase their sales. For example, Yamaha, a motorbike company, has a large fanbase through which they try to understand customer needs and improve their service quality. Moreover, customers can receive help from the customer community to enhance their knowledge regarding motorbikes and make any necessary changes.

On the contrary, this study found that social influence is not a significant factor behind the purchase intention of motorbikes by customers. However, studies by Hutahaeen (Hutahaeen, 2020) have found that people feel compelled to purchase motorbikes if they perceive that a specific motorbike may enhance their social status and experiences. Bangladeshi motorbike customers value service quality over all other attributes because of their income structure. Trend or social influence appeared to be the least influential towards purchases as most of the customers use it as a mode of personal transportation.

Moreover, Khan et al. (2020) concluded that imaginary attributes represented by the brand are a determinant factor for the customers. Users may be willing to pay more for a reputable brand because of prestige (Goswami, 2016). However, this study found less association of the brand image with purchase intention of customers. Due to the income structure, most Bangladeshi motorbike customers try to save money on purchases and generate the most return from them. Top brands charge for their company reputation. Therefore, brand image throughout the world remains a less important factor as most of the customers may not be able to afford global top brands.

Although Husnain and Rasyid (2022) concluded that high-quality motorbikes are designed and manufactured to provide a smooth riding experience, it is difficult to measure the product quality of one brand from another in the context of Bangladesh. The durability and functions differ from one brand to another. Preferences about product quality differ from person to person as variable costs play a key role here. Moreover, Yulianto et al. (2021) concluded that ease of use can be a crucial factor for daily commuting and features like an easy start system and responsive bikes may be preferred by riders. However, technology discomfort hinders the purchase of motorbikes as multiple family members from different age groups use the same bike in this subcontinental region. Thus, product quality and ease of use were found to be insignificant.

Besides, Abdulwahid et al. (2022), concluded that positive word of mouth creates a form of social proof, which validates choice and reduces uncertainty about purchases. However, the trust or acceptability of the influencer creates a major problem. Most of the users in Bangladesh use one motorbike and have less experience with other motorbikes. Moreover, the influencer may belong to a specific community for which the influencer's preference may not be trustworthy. Therefore, word of mouth was found to be an insignificant factor in the purchase intention of motorbikes among Dhaka city customers.

Moreover, it is said that advertisements that align with their interests, preferences, and lifestyles are more likely to catch their attention and influence their purchase decision positively (Callaghan & Lazard, 2011). Nonetheless, Dhaka city has a huge population from different regions with diversified interests, preferences, lifestyles and professions. Therefore, social media advertisements are an insignificant factor in the purchase intention of motorbikes.

Implications for Practitioners

The study attempted to understand the diversified motorbike market of Dhaka city and shed light on what Dhaka city customers are most influenced by when making motorbike purchases. The study's findings indicate that service quality remains the prime factor behind purchase decisions. Based on the research findings, it is suggested that authorized service outlets are extended in Dhaka city so that users can access service outlets within a convenient range. Highly qualified, experienced and skilled technicians should be employed at the service outlets so that customers can receive adequate suggestions to extend the durability of the motorbikes and enhance their user experiences. Moreover, efficient maintenance facilities should be incorporated to gain competitiveness. To avail market competitiveness, a reduction in cost for maintenance services in exchange for old parts should be introduced. In this way, the company can reduce the operating costs of users and ensure healthy waste management. This will help practitioners gain competitive advantages and enhance overall sales.

Limitations and Direction of Future Research

Some limitations were faced when conducting this study. Researching this topic is a time-consuming task. However, this report is prepared for an academic perspective and time was limited to only a few months. Therefore, the researcher could not carry out an in-depth analysis to identify problems more adequately. Due to time limitations, the researcher could not collect enough responses to carry out a critical analysis. As this study is not funded, an online survey seemed the most appropriate method to collect the data from the respondents. Nevertheless, regarding online surveys, survey errors like extreme value, unsatisfactory or inconsistent response errors are severe. Moreover, with only 351 responses, it cannot be said that the researcher collected adequate responses to predict the behavior of the population of Dhaka city. Therefore, meeting generalizability criteria also does not seem feasible. Future researchers should allocate more time to conducting this study and read more articles to identify the research gap. A stratified sampling technique may also be adopted to obtain a better result. Moreover, the sample size should be statistically justified so that the research shows adequate results. More constructs can be identified and used to obtain rigorous ideas and gather insightful contributions for academia and practitioners.

V. Conclusions

This study attempted to determine the main factor that Dhaka city customers prioritize before purchasing motorbikes. Service quality was found to be the only factor that plays a significant role in their purchase of motorbikes. A modified TPB model was used in this study and a construct was developed by analyzing prior literature. This construct may help future researchers to work in this arena and develop new theories. The findings of this research may help industry professionals to better understand the market and design marketing techniques to capture and hold the market share. The main limitation of this study is its sample size; 351 samples against a population of millions seems inadequate. Using a proportionate sample size may provide a better result. Additionally, research focusing on specific demographic characteristics like age, profession, location of residence, income, etc. can provide more adequate results. Future studies should address these aspects.

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