

A Study on Factors Influencing Consumers' Decisions for Purchasing a Two-Wheeler – A Systematic Literature Review

V Sudhir*

N M K Bhatta**

Joshin John***

Abstract

In India, two-wheeler vehicles offer unique value by combining factors like cost-effectiveness, fuel efficiency, and easy manoeuvrability, making it the most suitable transportation option to navigate through traffic congestion. Over the last two decades, the customer needs have been dynamically changing; hence, factors influencing customers' purchase decisions have varied. In the early days, factor like fuel economy was the most dominant factor, but over time, new factors like brand image, technological advancement, after-sales service, and resale value were used by customers to evaluate. Lately, environmental consciousness, coupled with digital media, has emerged as an influential factor. Thus, researchers need to conduct customer research periodically to help manufacturers innovate products to meet customer needs. A systematic literature review was planned, and accordingly, using PRISMA guidelines, 56 relevant articles were shortlisted. Based on this literature, thematic analysis was done, which helped to emerge 6 themes under which various factors identified by different researchers were classified. Accordingly, with these 6 themes as independent variables and the two-wheeler buying decision as the dependent variable, the concept framework considered demographic factors as moderators. Two research gaps were identified. Most of the earlier studies done were urban-centric. There is an opportunity to explore and compare the differing factors influencing two-wheeler purchase decisions among urban and rural consumers. Earlier studies predominantly used quantitative study methods, which could not capture the why and how of consumer behaviour, allowing for the use of mixed method research to capture the depth of knowledge using the qualitative method and then broaden this knowledge using quantitative methods. Accordingly, research questions for future study have been identified along with research objectives – to identify contemporary factors that influence the consumers' decision to buy a two-wheeler under the current Indian scenario, to identify the variation in decision pattern between urban & rural customers and to evaluate the consumer's environmental awareness and its influence on purchase decision.

Keywords: Influencing factors: two-wheeler, motorcycle, scooter, purchase, buying, customer behaviour.

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* Research Scholar, Xavier Institute of Management and Entrepreneurship, (A recognised Research Center under University of Mysore) Bengaluru

** Dean PhD Program & Research Guide, Xavier Institute of Management and Entrepreneurship, (A recognised Research Center under University of Mysore) Bengaluru

*** Dean Research & Research Guide, Xavier Institute of Management and Entrepreneurship, (A recognised Research Center under University of Mysore) Bengaluru

1. Introduction

There has been a rapid increase in urbanisation in India, which has played a vital role in growth and prosperity. Further developing cities observed rapid growth in population, both natural increase and people migrating from rural areas to cities in expectation of a better life. With more and more people commuting to meet their daily needs, this resulted in heavy traffic congestion, forcing people to look for transportation options that were convenient and cost-effective. The motored two-wheeler became the most suitable transportation option as it was affordable, fuel-efficient, and had high manoeuvrability on the busy urban roads.

Singh (2002) conducted a study to review the urban transportation system and observed that inadequate public transportation infrastructure, like buses or train services, has further accelerated the usage of motorised two-wheelers in urban areas. Through the study, many factors were identified and considered by customers buying motorised two-wheelers; the study also highlighted the harmfulness of increasing two-wheelers, such as high emissions due to slow-moving traffic and an increase in road fatalities.

Iyer and Badami (2007) indicate that motored two-wheeler plays an important role in urban transportation not only in India but also in low-income Asian nations. Their study indicates that Indian two-wheeler manufacturers have achieved the required transformation in innovation, product development and quality that has addressed the customer needs. Their proposal was that oil industries, vehicle industries and government agencies should come together to establish environmental regulations for cleaner mobility solutions, which were the latest trend of factors used by customers to evaluate the product.

In Indian rural area two-wheeler has emerged as friendly transportation option. Venala (2009) conducted study on rural market considering Telangana district in Andhra Pradesh and found that

even in rural area brand image, advice of friends & relatives along with quality factors were considered to evaluate the products at the time of buying two-wheelers.

With continuous change in customer needs coupled with government's promotion on environment consciousness to promote sustainable and environment friendly mobility solutions, industries are continuously innovating to develop two-wheelers which are able to cater to the ever-changing customer needs. To understand these changing customer needs, academicians and industrial researchers have been regularly doing market research.

2. Methodology

Data source: Based on the topic of selection – to study various factors that influenced buying behavior of customer for purchasing two-wheelers, search of literatures was done in various literature sources like Scopus, Web of science, ABDC, Google scholar, UGC-Care.

Data collection and screening – Source: Scopus: Initial search was done in source Scopus. For searching the literature, TITLE-ABS-KEY (“two-wheeler” OR “two-wheeler”) AND (“purchase” OR “buying” OR “owning”) was used, which helped to fetch 240 literatures. After the initial data collection, PRISMA guideline was used to ensure a structured, systematic and unbiased approach

First-level screening involved applying the pre-established filters—publication year, document type, language, and source type—resulting in the exclusion of 178 articles.

Second-level screening entailed a review of the titles of the remaining records, which led to the elimination of 208 articles deemed irrelevant.

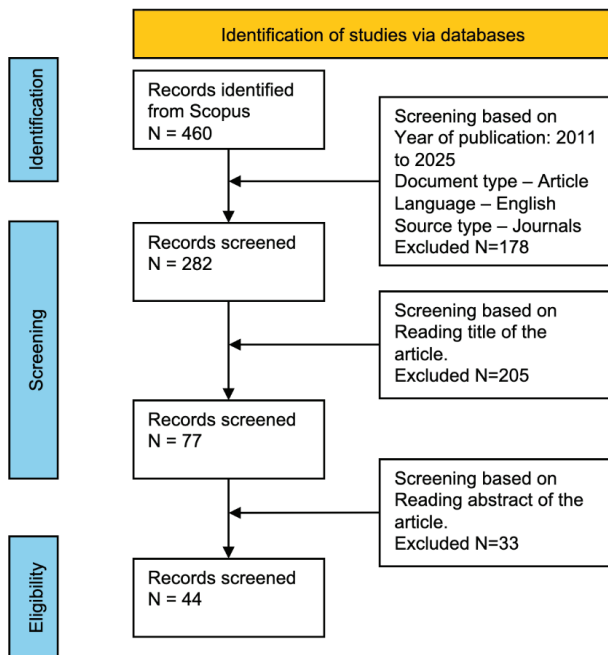
Third-level screening involved a detailed review of abstracts for the remaining 77 records, from which 33 were excluded based on thematic misalignment.

Overall, 44 articles were shortlisted using PRISMA guidelines. A review was conducted, and 20 pieces of literature were found relevant to the selected topic. The figure below shows the PRISMA diagram explaining the method of screening used for selecting literature from Scopus.

Further, literatures were searched through Google Scholar using the search criteria as “factors influencing purchase decision for buying two-wheeler”. Documents between 2011 and 2025 were also selected. Selection of journals was done after reading the titles of each of the literature. After shortlisting, each literature was screened further by reading the abstract and also the content. A few relevant pieces of literature were selected after reading the title under the “Reference” Chapter of each piece of literature. Accordingly, 36 relevant literature were selected. Thus, in total, 56 articles were selected for final review.

Fig-1

PRISMA flow diagram of literature review process



Results

Based on a literature search, 56 articles were selected for a systematic literature review. The source of literature for the 56 selected one, are represented in the graph titled “Literature search data”. 76% of the literature is from Scopus, ABDC and Web of Science ensuring quality of literature review. The publication of these literatures was analyzed and shown in the graph titled “Literature publication year-wise”. Publications are between 2014 and 2025 with 66% of the literatures were released during 2020 to 2024.

Fig 2

Literature search data & year-wise publications.

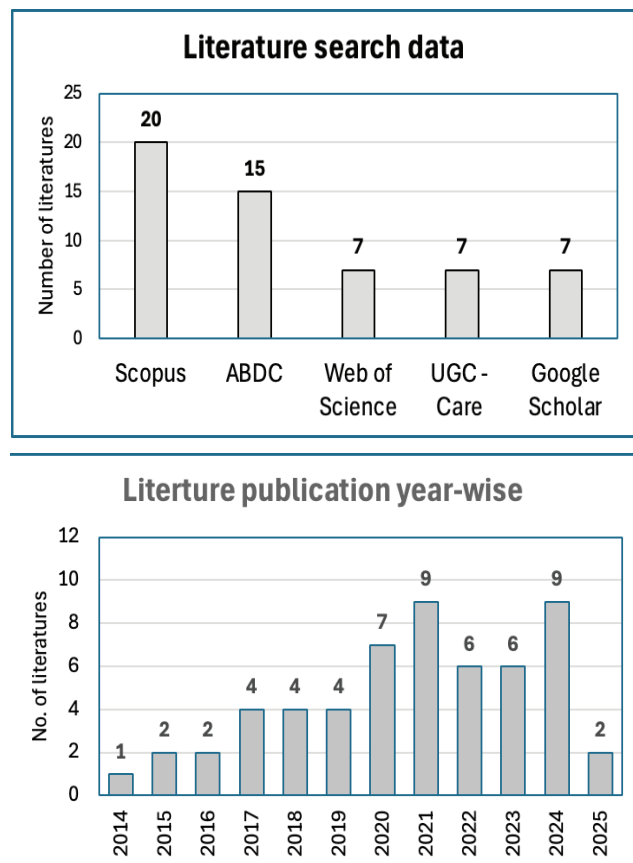


Table1*Summary of finds of Researchers*

Author	Objective of study	Methodology	Key Finding
Azmy et al. (2020)	To analyse the influence of brand image and product perception on automatic motorcycle purchasing decisions in East Belitung	Quantitative research method used. Regression analysis method used with sample of 100. The multiple linear regression analysis method was used for analysis.	Partially brand image has a significant influence. Product perception, like design, technology, and durability, has a significant influence. Brand image and product perception have a joint influence on purchasing decision.
Mathawikul et al. (2023)	The study investigates the key factors and indicators in Thailand's big-bike (motorcycle) marketing strategy concerning consumer intention to continue using the product.	Qualitative data collected through in-depth interview. Qualitative data collection from 400 respondents.	Key indicators for product value were design, quality, and monetary influence. Key indicators for brand perception were advocacy, commitment, evangelism. Key indicators for customer value were self-congruence, risk perception, and customer satisfaction.
Shahare (2020)	Amis to identify various factors that influence the consumer buying behaviour of two-wheeler scooters in Nagpur city	Quantitative analysis done using primary & secondary data. 338 responses were analysed using statistic tools like percentage analysis, Garret ranking method & Chi-square test.	Factors influencing the consumer buying behaviour were performance, quality, design, mileage, price and storage space. For Nagpur consumers advertisement & promotional schemes were not influence factors, but data & information from internet & peer reviews had higher influence.
Nasution (2019).	Purpose is to study to determine the effect of social, personal and psychological factors on purchase decision of Yamaha motorcycle.	Quantitative analysis followed. Collected 1238 responses. Statistical tools like Multiple linear regression analysis used.	Social factors, personal factors, psychological factors have positive significant effect on purchase decisions. All together also have positive significance, considering dynamic changes w.r.t time.

Fatihudin (2017).	To determine influence of income, motivation, reference groups, product attribute, selling prices to consumer decision in buying motorcycle.	A clustered random sampling technique was used to collect 500 data samples. A multiple linear regression model was used for evaluation.	The results show that all independent variables together have a significant influence. Income level variable has a dominant influence than motivation & reference group on consumer decision to buy motorcycle.
Jagtap et al. (2023)	To identify factors that influence consumers' buying decisions and evaluate whether consumers' expectations align with their post-purchase experience.	Quantitative method used. Primary data from 755 customers collected using convenience non-probability sampling, along with secondary data.	Brand image, company image, price, and mileage are the top 4 factors that influence the purchase of a vehicle. Latter 3 factors showed maximum satisfaction post purchase, but brand image had negative gap in comparison to pre-purchase.
Sikchi et al. (2024)	To determine which attributes of motorcycles would impact customer's purchase choice.	Descriptive cross-sectional research	Performance features, Aesthetic appeal, technology integration, and safety features are the top four factors that influence customers' purchase choice in Pune.
Thapa (2023)	The primary goal was to identify the critical variables that influence the purchase of a two-wheeler.	Descriptive & causal-comparative methodology used. Quantitative analysis using statistical techniques like ANOVA, regression & correlation. 300 responses collected.	Product knowledge, perceived quality, perceived risk, perceived values were considered as independent variable. Perceived quality & value had significant influence on buying decision. Product knowledge & perceived risk did not have notable link to purchase decision.

Yogi (2016)	The study investigates the level of product quality based on the dimensions of quality.	Quantitative research method used. The study uses both an empirical and fuzzy logic approach using 121 responses.	Quality dimensions like effect of high trade value on performance, an effective braking system, effect on reliability and engine life on durability, lower maintenance are top factors that were considered during purchasing process.
Trung et al. (2024)	The study analysed key determinants driving Vietnam's electric two-wheeler market and proposes strategies to foster its growth.	Study uses a multifaceted research approach, combining focused interviews with 15 experts and 385 responses collected. NVivo used for data analysis.	Factors like reliable charging infrastructure, upfront purchase costs, reduced emissions & noise pollution, purchase incentives facilitate adoption of E2Ws for Vietnam's dense roads.
Alkan et al. (2024)	To investigate consumers' purchasing processes and consumers' expectations of a new product	Quantitative method used. 405 responses collected. Chi-square test & multi-dimensional analysis methods used to find consumers' purchasing decision.	Low fuel consumption, good safety system were the top factors considered for purchase. Environmentally friendly and rising fuel cost influenced EV purchase.
Aprilianus and Radam (2018)	study to understand customer preference in Puruk Cahu town in Indonesia	Used a quantitative research method. Collected 110 responses using accidental sampling. 2 nd order confirmatory factor analysis done.	Study indicated that factors like purchase price, purchase instalment, fuel cost, maintenance cost were the top four factors that influencing customers' purchase decision for buying motorcycle that were used as taxi.
Asadi (2021)	Study to understand the behavioural factors that impacted Malaysian consumers' intention toward the purchase of electric vehicles	A purposive nonprobability sampling method was used to collect 177 responses. Analysis done using PLS-SEM method.	The study found that the purchase intentions are influenced by behavioural factors like perceived value, attitude, the ascription of responsibility, subjective and personal norms and awareness of consequences.

3. Findings and Discussions

The review of 56 literature was analysed under Thematic analysis, which is briefly explained below.

Thematic Analysis

Based on the study done on 56 literatures, each researcher found different factors that have influenced the consumer's decision to purchase a two-wheeler. These factors are grouped under six different themes.

Theme-1: Economic Factors:

The most fundamental consideration for many consumers, particularly in price-sensitive markets such as India, is affordability. Economic factors include the purchase price, financing schemes, fuel efficiency, maintenance costs, and resale value. For middle-class buyers, the perception of long-term savings, such as mileage and low servicing expenses, can be decisive. Attractive financing options like EMIs and exchange offers also increase accessibility. Hence, economic considerations act as a foundation for narrowing down potential choices. The following are the findings of researchers under this factor.

Amsaveni et al. (2014); Aprilianus et al. (2018); Chanda et al. (2019); Shahare (2020); Bansal et al. (2021); Kamala et al. (2025) found during their study that mileage / fuel consumption was highest influencing factor considered by customers while taking decision to buy two-wheeler.

Jayasingh et al. (2021); Amsaveni et al. (2014); Aprilianus et al. (2018) during their study observed that maintenance cost was one of the top 4 factors influencing the customers' buying decision.

Kamala et al. (2025); Aprilianus et al. (2018); Yuniaristanto et al. (2022); Patil et al. (2024); Shahare (2020) in their study found that product cost/loan facility was the influencing factor.

Jim (2024), during the study to understand determinants of purchase intention for motorcycles,

found that resale value was one of the major influencing factors.

Theme-2: Product Factors

Beyond affordability, buyers evaluate the intrinsic qualities of the vehicle. Performance (engine capacity, pickup, top speed) and comfort (seating, ergonomics, suspension) are practical determinants. Design and styling are increasingly important, particularly for younger demographics who view two-wheelers as a lifestyle statement. The role of technology has expanded significantly with features like ABS, digital dashboards, Bluetooth connectivity, and navigation support. These features not only enhance convenience and safety but also create differentiation among competing brands.

Suharyanti et al. (2015); Bansal et al. (2021); Sikchi et al. (2024) during their study on factors that influence the customer's decision to buy two-wheeler, found that style / design / aesthetic appeal was one of the top 5 influencing factor.

Bansal et al. (2021); Reganathan et al. (2016) during their study on factors that influence the customer's decision to buy two-wheeler, found that good pickup, good acceleration, good performance as top influencers.

Waworuntu et al. (2023); Pulungan et al. (2018); Azmy et al. (2020); Sikchi et al. (2024) observed that technology integration / Innovative features / intelligent gadgets were influencing factors.

Theme-3: Brand Factors

Consumer trust in a brand and its reputation strongly influence purchase behaviour. Marketing campaigns, advertising, and celebrity endorsements create brand recall and emotional appeal. Moreover, dealership experience and after-sales service play critical roles in sustaining loyalty. A consumer may prefer a particular brand not just for the product itself but also for the reliability of service centres and ease of accessing spare parts. Peer recommendations and

word-of-mouth further strengthen or weaken the buyer's confidence.

Suharyanti et al. (2015); Pulungan et al. (2018); Bansal et al. (2021); Reganathan et al. (2016); Azmy et al. (2020) along with others found that brand was one of the top trusted influencing factors for purchase decision.

Pulungan et al. (2018) and Thapa (2023) found that advertisement/marketing campaigns were one of the major factors influencing purchase decisions. On the contrary, Shahare (2020) observed that in Nagpur, advertisement and marketing campaigns had no influence on purchase decisions.

Reganathan et al. (2016) in their study found that after-sales service was one of the major factors to influence the customers' decision for purchasing Honda two-wheeler.

Theme-4: Social and Cultural Factor

Two-wheelers are more than utilitarian objects; they often symbolize social status and identity. For some buyers, owning a premium motorcycle represents success, while for others, scooters symbolize practicality and family use. Cultural norms and family influence often affect decision-making, especially in joint families. Peer groups also exert influence, with young riders often aspiring to own models popular within their circles. Gender differences are visible as well, with women more frequently favoring lightweight, easy-to-handle scooters. Consumer psychology influences decisions in subtle but powerful ways. Risk perception, particularly related to safety, affects preferences for models with advanced braking systems or sturdier designs. Lifestyle alignment also matters—youth may prefer sportier bikes, while working professionals lean toward commuters. Emotional attachment to brands, often built through years of association, plays a role in repeat purchases. Importantly, consumers evaluate whether a purchase delivers value for money, combining both rational and emotional reasoning.

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Shahare (2020) observed that in Nagpur advertisement and marketing campaign had no influence on purchase decision but were more trusting on family / peer group feedback on product.

Fatihudin (2017), in his research, showed that the reference group, as an independent variable, significantly influences consumer decisions to purchase motorcycles.

Mathawikul et al. (2023) investigated the key factors and indicators in Thailand's big-bike (motorcycle) marketing strategy with respect to consumer intention to continue using a particular brand. Their study found that self-congruence and risk perception were significant factors influencing purchase decisions.

Nasution (2019) conducted a study which revealed that social factors, personal factors, and psychological factors have a positive and significant effect on purchase decisions for Yamaha motorcycles.

Theme-5: Environmental Factors

Government regulations and environmental concerns increasingly shape consumer decisions. With the introduction of stricter emission norms (such as Bharat Stage VI in India) and the promotion of electric vehicles through subsidies, buyers are becoming conscious of sustainability. Concerns about pollution, climate change, and fuel prices push consumers to consider eco-friendly options.

Infrastructure for charging stations and long-term government policy stability are especially critical for electric two-wheeler adoption.

Chanda et al. (2019) conducted a study and found that Indian consumers' attitude towards sustainability & its effect had an influence on their decision-making while buying a two-wheeler

Patil et al. (2024), in their study, found that pollution concern along with climate change was one of the influencing factors for Customers to buy electric two-wheelers in India.

Trung et al. (2024) in their study found that Customers in Vietnam consider reduction in noise pollution and emission were among the influencing factors for them to buy electric vehicles.

Theme-6: Digital Factors

In the digital era, information sources strongly influence buying behavior. Online reviews, comparison portals, and dealership websites allow buyers to assess specifications, prices, and peer feedback before visiting a showroom. Social media marketing and influencers create aspirational imagery around models, particularly for youth. This digital dimension has transformed decision-making into a more informed, transparent, and competitive process.

Antczak (2024) conducted a study examining the impact of digital media on consumer purchase decisions and found that 81% of consumers are influenced by friends' social media posts, while online reviews are regarded as nearly as trustworthy as personal recommendations.

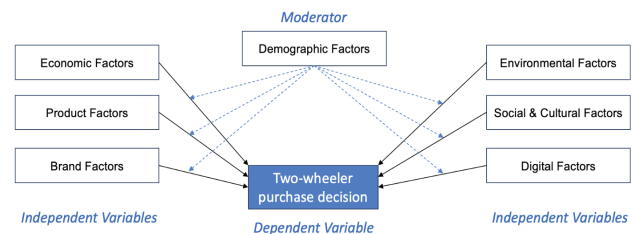
Qi et al. (2022) in their study found that social media – online word-of-mouth, offline word-of-mouth and information source are the main factors that affect Chinese consumers in the decision process for purchasing remanufactured products.

4. Conceptual framework

The framework shows that no single factor dominates the purchase decision; rather, it is the interplay of economic, brand, product-related, social (psychological), environmental and digital factors that collectively shape consumer choices. For manufacturers, success lies in balancing these themes—delivering affordable yet technologically advanced products, supported by strong branding, responsive service, cultural alignment, and sustainability. The conceptual framework thus provides a holistic lens for understanding two-wheeler purchase decisions and guiding strategic interventions in product design, marketing, and policy adaptation.

Fig 3

Concept Framework



5. Recommendations for future study.

In the Indian context, market segmentation can broadly be categorized into **urban** and **rural** areas, each demonstrating distinct characteristics in terms of consumer behaviour and mobility needs. Urban regions, which have experienced rapid economic growth, are marked by rising disposable incomes and enhanced purchasing power among citizens. Furthermore, significant advancements in transportation infrastructure within these areas have provided individuals with multiple commuting alternatives. In contrast, rural areas continue to face limitations in terms of transportation infrastructure, making two-wheelers the most practical, efficient, and accessible mode of personal mobility.

A review of existing literature indicates that most studies have predominantly focused on consumers in major urban centres across different countries, aiming to identify the factors influencing two-wheeler purchase decisions. This urban-centric focus presents a critical research gap and simultaneously an opportunity: to explore and compare the differing factors that influence purchase decisions for two-wheelers among urban consumers and rural consumers.

According to the literature review done using 56 finalised studies, it is found that most of the studies used a quantitative research method. The predominance of quantitative methods highlights the field's emphasis on numerical measurement and statistical analysis. While these methods are valuable for identifying patterns, trends, and correlations, they often fail to capture the underlying motivations, perceptions, and contextual meanings that shape consumer behaviour. Despite the structured and standardized nature of quantitative research, respondent bias remains a limitation. Participants may provide socially desirable responses or answer surveys carelessly, thereby affecting the accuracy of findings. In contrast, qualitative methods offer richer insights into the "why" and "how" behind consumer decisions, but are less represented in the existing literature.

To address these gaps, the use of a mixed-method approach, integrating both quantitative and qualitative techniques, is recommended. Such an approach would enable researchers to combine the breadth and generalizability of quantitative analysis with the depth and contextual understanding of qualitative inquiry, thereby offering a more holistic perspective on the factors influencing consumers' decisions to purchase two-wheelers.

Proposed research questions for further study:

1. What are the key contemporary factors influencing customers' purchase decisions for two-wheelers in the Indian Context?
2. What are the differences in Consumer Buying behaviour between Rural and Urban Buyers

and how does it provides indicators to Two wheeler manufacturers.

3. What specific attributes within each influencing factor are perceived as most attractive by customers?
4. In these years of SDG emphasis, how much Indian Buyers care for Environmental Impact while buying a Two wheeler.

Proposed research objectives:

1. To identify and analyse major factors influencing customers' purchase decisions for two-wheelers in the current Indian context.
2. To examine the variation in decision-making patterns between rural and urban two-wheeler consumers.
3. To assess the consumers' level of environmental awareness and its influence on purchasing two-wheeler.

6. Conclusion

As per the literature review, it is seen that over the past decade, there has been clear evidence of how customer needs have changed. Literature until 2016, like Amsaveni et al. (2014). Pai et al., (2014), Suharyanti et al., (2015) Reganathan et al., (2016), it is observed that their study found that main factors like fuel economy and product attributes influenced the purchase decision. Literature after 2016 has shown that new factors have been found to influence purchase decisions. As per the study of Pulungan et al. (2018), innovative features, brand image, and effective advertisement were at the top of the list of influencing factors. A similar study done by Waworuntu et al. (2023) observed that factors like safety features and intelligent gadgets were among the top 5 influencing factors for purchase decisions. Raza and Masmoudi (2020) have made a study on consumer vehicle purchase decision-making during COVID-19. Here it is observed that financial attributes – purchase power, price discount were among the top 4 parameters. Antczak, B. (2024), studies show how digital media platforms like Facebook, Instagram, and online reviews shape consumer trust, convenience, and purchase intention. Hence it is necessary to conduct customer research at regular

interval to understand the changing needs of the customer so that it would facilitate manufactures to innovate products that satisfy the changing needs of the customer to remain competitive in the market and yet profitable.

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