

An Analysis of Consumer Purchasing Behavior in the Two-Wheeler Motorcycle Market Applying Consumer Theory

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Abstract

This study explores the influence of consumer purchasing behavior on the motorcycle market, with a particular focus on high-end markets, such as Japan, and emerging markets, including India, Indonesia, and Vietnam. Key factors analyzing include brand reputation, engine performance, and the rising demand for electric vehicles (EVs), etc. Using multiple regression analysis to test the proposed hypotheses, the findings highlight that brand reputation is the most influential factor in high-end markets, whereas the EVs market needs, local average salary level and local motorcycle service shops coverage play the pivotal role in shaping purchasing decisions in emerging markets. The study collects extensive data from the internet marketing report and uses regression models and T-test to assess the impact of various variables on sales performance. Based on the results, the study proposes tailored market strategies for different regions. Lastly, it also explains the model's limitations and recommends future improvement by reforming the calculation with more variables and market sales data.

Key Words: Global Motorcycle Market, Consumer behavior, Brand reputation, Engine Performance, Electric vehicles, High-end markets, Emerging markets, Market strategy.

1. Introduction

The motorcycle industry plays a key role in transportation around the world. Globally, the motorcycle market was valued at around \$120 billion in 2023 and is expected to grow to \$180 billion by 2028. The motorcycle market could be defined by high-end market and emerging market according to the market maturity and consumer purchasing habit. The motorcycle market scale growth is largely driven by increasing demand in emerging markets like India and Southeast Asia, where is huge usage needs. While more mature markets such as Japan, the U.S., and Europe are focusing on improving user experience and advanced technology innovation.

To deeply analysis this dynamic market, consumer theory analysis is helpful to examine how consumers make decisions to maximize their satisfaction. Consumer value and purchasing habit for a motorcycle can differ greatly depending on the region's market maturity. In high-income countries, buyers often care most about brand reputation, performance, and advanced features. Meanwhile, in emerging markets, practical factors like price, fuel efficiency, and social infrastructure construction carry much more weight. The rise of electric motorcycles in emerging markets has provided consumers in these regions with more choices and usage satisfaction.

Compared to mature markets, the development of electric market in emerging market is expected to grow much rapidly and steadily.

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