



A Comparative Study of Customer Preference and Brand Loyalty Among Leading Two-Wheeler Brands in Kathmandu Valley

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Abstract

This study aims to investigate the key factors that influences customer preference for two-wheeler brands in the Kathmandu Valley, with a particular focus on leading brands such as Bajaj, Hero, Honda, Yamaha and TVS. A survey using a structured questionnaire was conducted with 117 respondents selected through convenient sampling from various users, showrooms, recondition dealers and workshops. The collected data from this survey were systematically organized, tabulated, analyzed and interpreted to meet the objectives of the study. The analysis revealed several key insights. Men were playing a dominant role in influencing on purchase decisions than women. Ride-sharing had been emerged as the most popular occupation among the surveyed groups which is closely followed by professional roles. Furthermore, both ride-sharing individuals and professional occupations demonstrated a stronger preference for two-wheeler compared to businessmen and other groups. Customer income level significantly impacts buying decision. Price and product quality being the primary determinant factors of the customers' buying behavior followed by promotional activities. The findings of the research showed that the most popular Motorcycle sold in the market was the Bajaj Pulsar (150cc and 220F models), while in the Scooter category, the Honda Dio led in sales followed by Hero, Yamaha and TVS brands in the Kathmandu Valley.



The research concludes that the competing brands that aiming to gain an edge must closely analyze the features and marketing strategies of these dominant models to strengthen their market position and build stronger customer loyalty within this cut throat competitive two-wheeler market of Kathmandu Valley.

Keywords: Customer preference, Two-wheeler brands, Promotional activities, Brand preference, Income, Price, Product quality

Introduction

Customer preference or customer choice is the choice of a customer to go for a specific product or service. It demonstrates the elements that affect a customer's decision-making process when selecting a certain good or service. It encompasses elements like product features, convenience, design, brand, price, quality, and emotional appeal. Furthermore, consumer preferences might differ greatly based on personal experiences, market trends, culture, and individual needs. ‘

In order to satisfy the expectations and wants of their target audience, businesses must have a thorough awareness of client preferences in order to deliver their products and services. Therefore, the business may increase customer satisfaction, loyalty, and sales success by identifying and evaluating client preferences. Numerous elements combine to determine the brands or items that consumers favor. Some factors come from features of the product itself (e.g., price, durability), while others are attributes of consumers themselves (e.g., goals, attitudes, discretionary income) (Venkatraman et al., 2012). Consumer preference is significantly influenced by brand awareness, image, quality, and loyalty (Azzam & Salleh, 2013). Customer preference motivates psychologically a person towards making decision of purchase (Lichtenstein & Slovic, 2006).

Nepal's automobile sector has made a significant contribution to the national economy and employment. According to the NADA Newsletter 2081 Bhadra (Points 2.1 to 2.2), Nepal's automobile sector has directly employed over 100,000 individuals and has created an additional 100,000 indirect jobs. The sector also holding a dominant position over both the advertising and non-life insurance markets by securing approximately 40% and 50% of the total market share respectively.

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). 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). 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). Motorcycles have been an indispensable component of the transport systems in many cities in the Southern and



Eastern Asia regions as they are inexpensive, highly accessible, relatively fast mode of transport (Gautam & Shrestha, 2023).

The Kathmandu Valley's two-wheeler market is flourishing and highly competitive. Rapid urbanization and the cost of two-wheelers are two important factors influencing consumer selection for various brands. A wide range of manufacturers, including Aprilia, Bajaj, Benelli, BMW, CF Moto, Cross X, Ducati, Hero, Honda, Hunter, Kawasaki, KTM, Mahindra, Rieju, Royal Enfield, Suzuki, TVS, UM, Vespa, and Yamaha, are available in Nepal's two-wheeler market. Motorbikes are clearly preferred by young people over cars because of their technical advancements, speed, durability, attractive designs, and fuel efficiency. This demographic regards bikes as an optimal mode of transport, facilitating effortless mobility (Rehman, 2013).

In the Nepalese market, the transaction of automobiles has been growing. The demand for automobiles is increasing in Nepal because of growing remittances, disposable earnings, and the affordable capacity of Nepali (Department of Transport Management, 2019). According to the data maintained by the Department of Customs (DoC), Nepali two-wheeler assembly plant owners imported 50,678 unassembled motorbikes from mid-July to mid-November in Fiscal Year 2024/25, up 23,877 motorbikes from 26,801 unassembled motorbikes imported in the same period of Fiscal Year 2023/24 (Republica, 2024, Para. 2). Similarly, Setopati, Nepal's Digital Newspaper (2025, March 21) reported a significant increase in the import of unassembled motorcycles in Nepal. Specifically, imports of unassembled (unfitted) motorcycles increased by 88.93% in quantity and 87.15% in import value during the first eight months of the current year (Shrawan to Falgun 2081). This surge resulted in an 89.53% increase in customs revenue. During this period, 83,927 unassembled motorcycles, valued at 10.78 billion rupees, were imported, compared to 44,427 motorcycles worth 5.76 billion rupees in the same period last year.

The American Marketing Association defines consumer behavior as “the dynamic interaction of effect and cognition, behavior, and the environment by which human beings conduct the exchange aspects of their lives. In other words, consumer behavior involves the thoughts and feelings people experience and the actions they perform in consumption processes. It also includes all the things in the environment that influence these thoughts, feelings, and actions. These include comments from other consumers, advertisements, price information, packaging, product appearance, blogs, and many others (Peter & Olson, 2009, P. 5).

There are five steps in the customer purchase decision process. The first step is need recognition or problem recognition, second is information search, third step is comparison of alternatives, fourth is final purchase and the fifth step is post-purchase behavior (Prasad et al., 2019).

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). The availability of reliable after-sales service and maintenance is crucial for motorbike buyers (Husnain & Rasyid, 2022).

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). Word of mouth plays a vital role in the consumer decision-making process for motorbikes and other products (Khanna, 2017). Similarly, engaging and informative ads that highlight the features and benefits of the bike can enhance its perceived value (Jeon & Lee, 2020). Likewise, brand equity and perception are critical in the automotive sector.

In Nepal, where international brands like Honda, Yamaha, and Bajaj dominate the market, brand image may strongly influence preferences. Customers may be drawn to brands they associate with reliability, quality, and prestige (Aaker 1996).

This study aims to determine the key attributes influencing two-wheeler purchasing decisions among customers in Kathmandu Valley, a major transportation mode in Nepal with potential of significantly growth in the coming years.

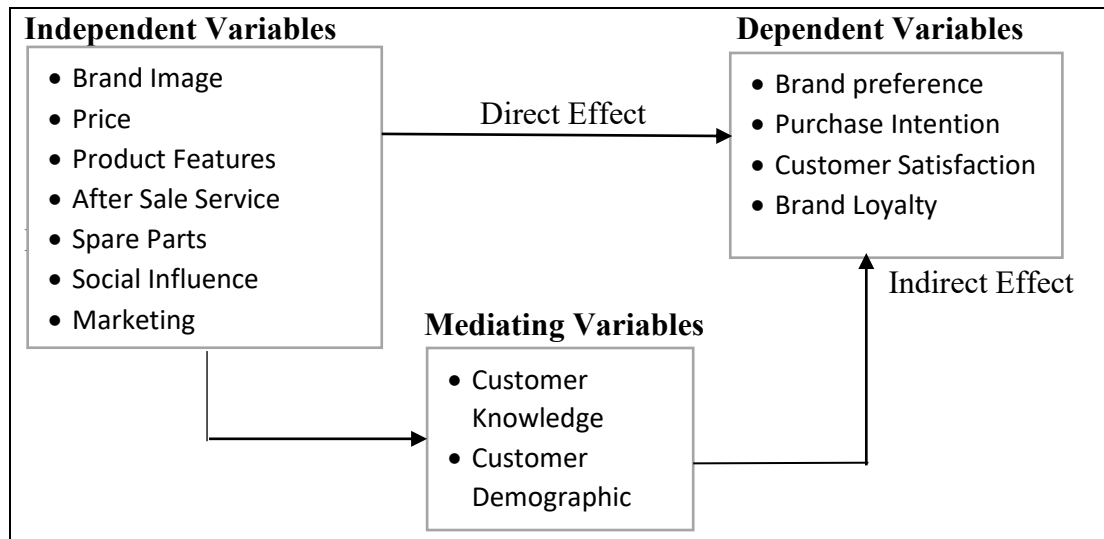
Objectives of the Study

The primary goal of this study is to focus on the factors that influence customer buying behavior of two-wheeler in Kathmandu Valley. The main objectives are the following:

- To assess the main determinants of two-wheeler buyers' choices in the Kathmandu Valley.
- To examine the sources of information that motivate customers to buy two-wheeler in Kathmandu Valley.
- To identify the reasons behind the decision to purchase two-wheeler among customers in Kathmandu Valley.

Conceptual Framework

Figure 1: *Conceptual Framework, illustrating the relationship between the independent, mediating and dependent variables.*



Source: Developed by the Researchers

Hypotheses

Based on this framework, a few hypotheses can be formulated for the purpose of this study:

H1: There is a significant positive relationship between brand image and two-wheeler purchase decisions in Kathmandu Valley.

H2: The price greatly affects the buying choice of two-wheelers in Kathmandu Valley.

H3: Good after-sales service and easy to find spare parts make customers happy in Kathmandu Valley.

H4: Good advertising campaigns positively influence customer brand preference in Kathmandu Valley.

Review of Related Literature

Bhandari (2020) emphasized that dependable service assistance, the provision of spare parts, and the proximity of service centers are essential components of customer satisfaction and brand loyalty. These components together enhance the overall customer experience and strengthen the relationship between consumers and brands. Another study by Chandon, Wansink, and Laurent (2000) was focused on the importance of promotional pricing and discounts in relation to consumer purchasing activities. This is very relevant for the Kathmandu two-wheeler market as brands tend to use discounts and seasonal promotions due to competition and the price-sensitive nature of the market. Assumingly, these strategies aim to influence consumer behavior in heavily price-driven markets. Findings from research conducted by Chaudhary and Khanal (2021) explored that consumers prioritize technical specifications like engine capacity, fuel efficiency and other additional features such as anti-lock braking systems and Mobile phone connectivity when they are making purchasing



decisions. These technical specifications significantly influence consumer evaluations and subsequent decisions. Exploration by Joshi (2020) concluded that product reliability and rider safety are crucial attributes influencing customer choices, particularly in urban environments characterized by challenging traffic conditions. These factors are the foundation of consumer judgment and purchasing behavior. Similarly, Khaniwale (2015) analyzed the point both external and internal variables play a significant role in influencing consumer behavior, ultimately leading their purchasing processes and decisions. Consumer behavior is affected by various variables, including personal and professional needs, attitudes and values, personality characteristics, social, economic and cultural background, age, gender, professional status, and social influences from family, friends, colleagues and society. Meanwhile, Kumar (2017) stated that speed, appearance, brand image, price and mileage are the key variables influencing the attention and purchasing decisions of consumers towards motorcycles. These variables significantly influence consumer interest and purchasing behavior. Furthermore, Kumar et al. (2019) stated that price remains a key determining factor for consumers when it comes to purchasing two-wheelers in Nepal. The price sensitivity among consumers pushes the manufacturers to offer competitive pricing, financing options, and attractive discounts. Moreover, Mani and Tripathy (2013) highlighted identifying determinants of buying behavior of two-wheeler bikes in Allahabad, Lucknow, and Varanasi cities of Uttar Pradesh, India. The objective of the study was to study the influence of behavioral factors in brand choice. The study found that price, design, mileage, speed, and after-sales service are the determining factors of customer perceptions of brand image loyalty among various two-wheeler brands.

However, there is no significant difference in customer satisfaction level with their owned brand of the two-wheelers was identified. In addition, Mowen (1993) described consumer behavior as the study of purchasing units and exchange processes involved in obtaining, using, and disposing of goods, services, experiences, and ideas. The above definition provides a comprehensive model of consumer activity. What's more, Nawaz (2011) concluded that price, maintenance cost and mileage have a significant role in determining the buying of two-wheeler bikes. They were also identified as being primary drivers of customer choices. According to Sathish and Pughazhendi (2011), who conducted a study to understand consumer behavior for two-wheeler automobile products, the objective was to identify the motivations of buying decision in this segment. Their study found that people like two-wheeler due to their ease of use and handling, especially in heavy and heavy traffic conditions. Correspondingly, Schiffman and Kanuk (1991) pointed out that consumer behavior is the research into how people make choices to spend their valuable resources (time, money, effort) on consumption-related products. This research deals with analyzing what, why, when, where, and how times people purchase and how people utilize products that they have purchased. According to Smith et al. (2018) fuel efficiency and brand reputation were the strongest drivers of purchase behavior of two-wheeler among urban consumers and these were the most prevailing factors in relation to affecting the consumer's decisions. For



that matter, Williams and Clark (2021) similarly pointed out that technological innovations such as connected services and safety features have become deciding factors in two-wheeler purchases. This adoption of technology has significantly impacted consumer behavior by providing connectivity safe, reliable, and easy riding.

Significance of the Study

Previous studies have focused on consumers' behaviours before decisions are made on automobiles. However, prior studies do not focus on brand loyalty of motorcycles in the two-wheeler market in Kathmandu Valley. This study hopes to uncover the various brand loyalty factors for motorcycle and scooter products in Kathmandu Valley contributing to understanding customer choices and market behavior better and complete.

This study might contribute by providing a valuating approach to analyze the factors affecting customers' buying behavior relating to two-wheeler products of different kinds (motorcycle/scooter) and brands. This study will also be able to demonstrate the different modes and patterns of characteristics in customer decision making processes using socio-economic factors, personal features, brand perceptions, and adverting factors. By informing businesses about consumers' purchasing patterns and decision-making processes, it would also be important to understand the role customers play in the overall growth of the consumer market. This understanding enables businesses to modify their marketing, advertising, and production plans, giving them a competitive edge in the Kathmandu Valley's ever-changing marketplace.

Methodology

This study employs a quantitative research method, specifically a descriptive research design. A survey was conducted using a structured questionnaire with 117 respondents selected through convenience sampling from various users, showrooms, recondition dealers, and workshops. Both primary and secondary data were used. The primary data required for the study had been collected by conducting a survey through questionnaire and personal interviews, whereas secondary data was obtained through books, journals, websites and online materials.

The collected data was organized into frequency distribution tables and analyzed by using frequency and percentages to interpret the findings effectively.

Analysis and Discussion

The buying preference of customer for two-wheeler in the Kathmandu Valley are primarily influenced by three major factors such as demographic, psychological and marketing elements.



Table 1: Demographic Information

Table 1.1: Demographic Profile of Respondents

Characteristics	Frequency	Percentage
<u>Gender</u>		
Male	81	69.23
Female	36	30.77
Total	117	100

Source: Field Survey, 2024

The table 1.1 reveals that most of the respondents were male, with 81 males making up 69.23% of the sample. In contrast, there were 36 female respondents, which accounts for 30.77%. This clearly indicates that the sample is predominantly male.

Table 1.2: Demographic Profile of Respondents

Characteristics	Frequency	Percentage
Up to 25	40	34.19
26-30	25	21.37
31-40	12	10.26
41-50	18	15.38
51-60	17	14.53
Above 61	5	4.27
Total	117	100

Source: Field Survey, 2024

Table 1.2 shows that the sample is mostly made up of younger individuals, with the largest segment (34.19%) being those who are 25 years old or younger. The next biggest group is made up of people aged 26 to 30, which accounts for 21.37%. It's worth noting that older age groups are not very well represented.

Table 1.3: Demographic Profile of Respondents

Characteristics	Frequency	Percentage
<u>Education</u>		
Primary Level	19	16.24
High School	47	40.17
Graduate	40	34.19
Post Graduate	11	9.40
Total	117	100

Source: Field Survey, 2024

Table 1.3 shows that the most common education levels among respondents are High School at 40.17% and Graduate at 34.19%, while those with postgraduate degrees are the least represented.



Table 1.4: Demographic Profile of Respondents

Characteristics	Frequency	Percentage
Occupation		
Professional	34	29.06
Business	18	15.38
Ride-Sharing	48	41.03
Others	17	14.53
Total	117	100

Source: Field Survey, 2024

According to Table 1.4, Ride-Sharing stands out as the most popular job among those surveyed, with 41.03% of respondents in that category. Right behind them are Professional roles, which account for 29.06%. What's particularly interesting is that both ride-sharing workers and professionals seem to prefer two-wheelers more than other groups, like businessmen.

Table 1.5: Demographic Profile of Respondents

Characteristics	Frequency	Percentage
Income		
Below 500000	30	25.64
500000-600000	49	41.88
600000-700000	25	21.37
Above 700000	13	11.11
Total	117	100

Source: Field Survey, 2024

Table 1.5 shows that the income range of 500,000 to 600,000 is the most common among respondents, accounting for 41.88%. On the other hand, those earning less than 500,000 make up 25.64%, while the group with incomes over 700,000 has the smallest representation.

Table 1.6: Demographic Profile of Respondents

Characteristics	Frequency	Percentage
Product Ownership		
Bajaj	37	31.62
Hero	12	10.26
Honda	35	29.91
TVS	13	11.11
Yamaha	20	17.09
Total	117	100

Source: Field Survey, 2024

The table 1.6 reveals that Bajaj (31.62%) and Honda (29.91%) are the top two motorcycle brands preferred by respondents. Following them are Yamaha (17.09%), TVS (11.11%), and Hero (10.26%).

Table 2: Identifying Needs

Table 2.1: Identifying Needs of Respondents

Characteristics	Frequency	Percentage
<u>Desires/Needs Led to Consider Buying</u>		
Traffic Congestion	23	19.66
Convenient & Flexibility	35	29.91
Personal Mobility	19	16.24
Swiftly handling daily Tasks	26	22.22
Time Saving	14	11.97
Total	117	100

Source: Field Survey, 2024

Table 2.1 shows that the main reason people buy two-wheelers is 'Convenience & Flexibility' at 29.91%. Other important factors include 'Swiftly handling daily tasks' at 22.22%, 'Traffic Congestion' at 19.66%, 'Personal Mobility' at 16.24%, and 'Time Saving' at 11.97%.

Table 2.2: Identifying Needs of Respondents

Characteristics	Frequency	Percentage
<u>Brand Awareness</u>		
Yes, very aware	89	76.07
Somewhat aware	19	16.24
Not very aware	7	5.98
Not aware at all	2	1.71
Total	117	100

Source: Field Survey, 2024

The data in table 2.2 shows that a significant majority of respondents with 89 representing 76.07% ardently say “Yes, very aware” with respect to the brands, which means that there is high brand recognition among respondents. In addition, 19 respondents or 16.24% identified as “Somewhat aware” while very less respondents were “not very aware” or “not aware at all” of the sample.

Table 2.3: Identifying Needs of Respondents

Characteristics	Frequency	Percentage
<u>Information Sources</u>		
Showrooms visits	23	19.66
Social Media Platforms	27	23.08
Friends and Family	48	41.03
Radio/Television	19	16.24
Total	117	100

Source: Field Survey, 2024

According to table 2.3, Friends and Family emerged as the most recognized source of information, with 48 respondents representing 41.03% of the sample. Similarly, other source of information included Social Media Platforms, Showroom Visits and Radio/Television respectively.

Table 2.4: Identifying Needs of Respondents

Characteristics	Frequency	Percentage
<u>Specific Information</u>		
Price & Financing Option	27	23.08
Fuel Efficiency & Performance	39	33.33
Brand reputation & Reliability	32	27.35
After Sales service & Warranty	19	16.24
Total	117	100

Source: Field Survey, 2024

As shown in Table 2.4, Fuel Efficiency & Performance emerged as the most important information searched by respondents, with 39 people (33.33%). It was closely followed by Brand Reputation & Reliability, which caught the attention of 32 respondents (27.35%). Similarly, Price & Financing Options and After Sales Service & Warranty were also significant factors, with 27 and 19 respondents weighing in (23.08% and 16.24%) respectively.

Table 2.5: Identifying Needs of Respondents

Characteristics	Frequency	Percentage
<u>Alternative Evaluation</u>		
Price & affordability	34	29.06
Fuel Efficiency	39	33.33
Availability of Spare Parts	25	21.37
Resale Value	19	16.24
Total	117	100

Source: Field Survey, 2024

As illustrated in Table 2.5, the main factors influencing alternative evaluations were Fuel Efficiency, which attracted 39 respondents (33.33%) and Price & Affordability with 34 respondents (29.06%). Additionally, Availability of Spare Parts was noted by 25 respondents (21.37%), while Resale Value was highlighted by 19 respondents (16.24%).

Table 2.6: Identifying Needs of Respondents

Characteristics	Frequency	Percentage
<u>Deciding Factors</u>		
Best Value for Money	31	26.50
Strong Brand reputation	29	24.79
Excellent after sales services	19	16.24
Recommendation from a trusted source	38	32.48
Total	117	100

Source: Field Survey, 2024

Table 2.6 highlights that the top deciding factors were Recommendations from trusted sources, which influenced 38 respondents (32.48%) and Best value for money noted by 31 respondents (26.50%) were the most influential deciding factors. Similarly, Strong brand reputation was a key consideration for 29 respondents (24.79%) while Excellent after-sales services were important for 19 respondents (16.24%).

Table 3: Marketing Mix

Table 3.1: Marketing Mix Factors

Characteristics	Frequency	Percentage
<u>Features When choosing</u>		
Fuel efficiency	39	33.33
Engine Power/Performance	39	33.33
Safety Feature (ABS, Disk Brakes)	25	21.37
Availability of Spare Parts	14	11.97
Total	117	100

Source: Field Survey, 2024

Table 3.1 demonstrates that Fuel economy and Engine Power/Performance, both with 39 respondents (33.33%), were the top selection factors. Safety Features like ABS and Disk Brakes caught the attention of 25 respondents (21.37%), while 14 respondents (11.97%) mentioned the Availability of Spare Parts.

Table 3.2: Marketing Mix Factors

Characteristics	Frequency	Percentage
<u>Financing Options (EMI/Loans)</u>		
Very important	27	23.08
Somewhat important	24	20.51
Neutral	28	23.93
Not very important	38	32.48
Total	117	100

Source: Field Survey, 2024

According to Table 3.2, financing options like EMI or Loans were 'Not very important' for most respondents (38 respondents, 32.48%). Other responses included 'Neutral' (28 respondents, 23.93%), 'Very important' (27 respondents, 23.08%), and 'Somewhat important' (24 respondents, 20.51%) respectively.

Table 3.3: Marketing Mix Factors

Characteristics	Frequency	Percentage
<u>Channels of Preference</u>		
Authorized dealership	28	23.93
Multi-brand showroom	14	11.97
Online platform	29	24.79
Used two-wheeler market	46	39.32
Total	117	100

Source: Field Survey, 2024

The table 3.3 shows that the 'Used two-wheeler market' was the most preferred channel, with 39.32% of respondents (46 individuals), while 'Multi brand showrooms' were the least preferred, at 11.97% (14 individuals). Additionally, 'Online platforms' and 'Authorized dealerships' were also utilized, with 24.79% (29 individuals) and 23.93% (28 individuals) respectively.

Table 3.4: Marketing Mix Factors

Characteristics	Frequency	Percentage
Promotional Activities		
Television advertisement	19	16.24
Radio advertisement	13	11.11
Social-media advertisement	36	30.77
Word of mouth referrals	49	41.88
Total	117	100

Source: Field Survey, 2024

Table 3.4 shows that 'Word of mouth referrals' were the top choice for 49 respondents (41.88%), making it the most effective promotional activity. Following that, 'Social media advertisements' were chosen by 36 respondents (30.77%), 'Television advertisements' by 19 respondents (16.24%), and 'Radio advertisements' by 13 respondents (11.11%).

Table 3.5: Marketing Mix Factors

Characteristics	Frequency	Percentage
Promotional Offers (Discount/Free Accessories)		
Very effective	39	33.33
Somewhat effective	36	30.77
Neutral	17	14.53
Not very effective	25	21.37
Total	117	100

Source: Field Survey, 2024

Table 3.5 shows that 39 respondents (33.33%) considered promotional offers 'Very effective', and 36 respondents (30.77%) found them 'Somewhat effective'. In contrast, 25 respondents (21.37%) rated them 'Not very effective', and 17 respondents (14.53%) remained 'Neutral'.

Findings

- This result of the study confirms the relevance of the stated hypothesized relationships to the research. Specifically, brand image and price influence the purchase decisions for two wheelers in Kathmandu Valley. On top of that, after-sales services and availability of spare parts put a big smile on the customer's face, whereas advertising campaigns elevate brand preference.
- The demographic profile of the respondents revealed a male-dominated sample with 81males (69.23%) and 36 females (30.77) among 117 respondents, indicating a clear gender imbalance in the study population.



- Most of the participants were relatively young, with those aged up to 25 years (34.19%), and followed by the 26–30 age group (21.37%). Participation from older age groups, especially those 51 and above was minimal.
- The demographic profile of the respondents pointed out that there were more males from the sample, with 81 males (69.23%) and 36 females (30.77%) among 117 respondents, showing a clear gender imbalance in the study population.
- From the age perspective, most of the respondents were young, with aged up to 25 years standing at 34.19%, followed by the age group of 26-30 years at 21.37%.
- Most respondents have graduated from High School (40.17%) followed by Graduates at 34.19%. The number of Postgraduates in the sample has been least, thereby indicating the low presence of well-educated individuals in the selected sample.
- The most commonly practiced occupation was Ride-Sharing 41.03%, followed by Professionals at 29.06%. These groups showed a higher preference for two-wheeler that indicating greater interest compared to other occupations like businessmen and others.
- Income levels mainly clustered in the 500,000–600,000 range (41.88%), followed by incomes below 500,000 (25.64%). Participants in the above 700,000 income range were the least represented amongst respondents, indicating fewer high-income earners in the sample.
- Bajaj (31.62%) and Honda (29.91%) dominate ownership percentages and are followed by lower ownership percentages among respondents for Yamaha, TVS, and Hero, clearly displaying how the two highest brands preferred by the sample group are Bajaj and Honda.
- Practicality draws potential purchasers toward the two-wheelers, with primary factors including Convenience (29.91%), Daily Task Handling (22.22%), and Traffic Avoidance (19.66%).
- In terms of the brand analysis, strong awareness exists, with 76.07% "very aware" and 16.24% "somewhat aware"; hence, it shows high overall brand recognition among the respondents.
- Friends and family constitute the major source of information (41.03%), followed by social media, showrooms, and Radio/TV, which establish the weightage given by consumers to decision on purchase based on personal communication channels and media.
- Performance, and fuel economy (33.33%) were considered more important aspects, while brand reputation ranked third at 27.35%, following price, financing, and after-sale support as subjects of concern for the potential buyer-basically practicality and keeping in mind long-term value.
- The financing option received mixed views; most respondents (32.48%) called it "not very important."



- The Used Two-Wheeler Market (39.32%) was the most preferred place to purchase, whereas multi-brand showrooms (11.97%) were the least. Preferences towards online platforms and authorized dealerships reflect diversity but are primarily driven by affordability.
- Word of Mouth (41.88%) was the most effective promotion, while social media (30.77%) comes second. This shows the significant influence that personal referrals carry with growing digital impacts.
- Discounts and free accessories are perceived to be very effective promotional offers. It is believed that 33.33% of respondents agreed that these promotional offers are effective while 30.77% believe they are somewhat effective. It was a mixed-but-majorly-positive opinion.
- Customers with much trust and recognition in a brand seem to be more satisfied and loyal to that brand. The reputation of any brand influences customer decisions to a large extent.
- Brand preference and purchase intention are strongly affected by key product features, including fuel efficiency, durability, design, and performance.
- The availability and affordability of genuine and reasonable spare parts price have a great deal to do with customer satisfaction and brand loyalty.
- Effective marketing campaigns proved to be the driving force of brand preference and customer satisfaction.
- Customers who know the brands and their products make much more choices that generate high satisfaction and loyalty.
- Furthermore, the findings of the research showed that the most popular Motorcycle sold in the market was the Bajaj Pulsar (150cc and 220F models), while in the Scooter category, the Honda Dio led in sales followed by Hero, Yamaha and TVS brands in the Kathmandu Valley.
- Social media campaigns and showroom experiences could also help to bring positive influences on customer decisions.
- Companies should give a thought to the used two-wheeler markets and further improve their online presence.

Conclusion

In summary, the two-wheeler has becoming one of the most preference modes of transportation among middle class families of Kathmandu Valley because of its cost effective, economical and quickly moving through the traffic. The study has brought valuable insights for two-wheeler brands market in Kathmandu Valley is both highly competitive and dynamic.

Christopher (1996) suggests that customer value is created when the perception of benefits received from a transaction exceeds the costs of ownership. According to Porter (1985), there are three generic routes to competitive advantage that an organization can adopt to create distinguished customer value: (1) Cost leadership (2) Differentiation, and (3) Focus.



He suggests that any attempt to create firms' competitive advantage should emphasize the need to identify a clear and meaningful selling proposition for the organization. Therefore, competitive advantage is fundamentally about the value customers put on the product assessed by how much they are willing to pay, and the organization that better serves the customer has the differential attribute or dimension to create better customer value (Ma, 1999).

This is because the demographic factors such as age, gender, income, occupation etc. and the marketing factors like product features, price, brand, quality of the product etc. as well as psychological factors like convenience, fashion, and purchase decision etc. are the major factors that influenced customer behavior while purchasing two-wheeler. Family members/relatives, and friends' recommendations hold priority when influencing customers' purchasing decisions followed by advertising. This is how, in order to create preference among a growing number of options, the brands must therefore invest in brand image, set competitive pricing and promote the quality of product features. Furthermore, fuel efficiency, reliable performance, function and technology, design, value for Money, repairs and maintenance, warranty, guarantees, after-sales service, availability of genuine spare parts and targeted marketing efforts for customer satisfaction and brand loyalty are also matters of importance. Therefore, the insights suggest that brands aiming to gain an edge in this cut throat competitive market must analyze into these leading models' features and marketing strategies in order to enhance their market position and strengthen customer loyalty in the Kathmandu Valley.

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