

# **The Factors Affecting the Purchase Intention of Motorcycle Market with Special Reference to Colombo and Gampaha Districts**

**D.N.M Weerasinghe**

Department of Marketing Management, Faculty of Commerce and Management Studies,  
University of Kelaniya, Sri Lanka

**P.M.P. Fernando**

Department of Marketing Management, Faculty of Commerce and Management Studies,  
University of Kelaniya, Sri Lanka

Motorcycle industry is a very competitive market with a significant number of market players. Also the statistics indicate that the motorcycles are a sought-after means of transportation among Sri Lankans. This study carried out to understand the factors affecting to the purchase intention of motorcycles in the Sri Lankan context. A comprehensive literature analysis was carried out in order to identify five major factors i.e. promotions, after sales service, product quality, country of origin and brand awareness which are leading to purchase intention within the motorcycle industry from both local and international context. The study focused on Colombo and Gampaha area with a sample of 120 and the survey method was used to gather primary data from the selected group. Hypotheses for the research were tested using correlation analysis. In Sri Lankan context, product quality, country of origin, and promotion are the most important factors when making a decision of purchasing motorcycles.

**Keywords:** Promotions, after sales service, Product quality, Country of origin  
Brand awareness, Purchase Intension