

## **Factors Affecting Purchase Decision for Indian Two Wheelers in Sri Lankan Market**

Mendis, A. S. M. G.<sup>1</sup> and Weerasiri, R. A. S.<sup>2</sup>

Within the past decade two wheeler usage indicates a rapid growth in Sri Lankan market. Among the two wheeler population, Indian two wheeler brands representing a huge portion. Road Motor Vehicle department of Sri Lanka statistics shows that 2,642,438 two wheelers have been registered at the end of July 2013 and more than 65% of two wheelers represent the Indian two wheeler belong to few Indian two wheeler brands and new registrant are tend to be a Indian two wheeler user. In this research study researcher put effort to find out what are the factors effect on decisions of consumers on Indian two wheelers as a novel research. In Sri Lankan context and internationally there were less studies have been carried out in the subject area. Main purpose of this study was, to identify why Indian two wheeler brands becoming more popular and which factors effect on the purchasing decision and open up the gateway to study on this area among this study. Researcher's previous working experience at Automotive Industry was lead to conduct the study. Data were collected from four districts representing the Sri Lankan population using questionnaire. According to the literature review researcher employed six variables namely Price, Technology and Design, Product Awareness, Spare Parts Availability, After Sales Services and Economic Conditions. Data was gathered from two wheeler users and non-users who are having either two wheeler or willing to have a two wheeler.

The findings revealed several implications for marketers to better segmentation and targeting in the automobile industry especially on two wheeler sales. Further contribution of the demographic factors such as age, gender, income level, education level how far impacted on the purchasing decisions of the two wheelers and those are helpful to marketing managers to develop their strategies. Ultimately the study provides important insides how the variables are impact on purchasing decisions towards the Indian two wheelers at the Sri Lankan market.

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<sup>1</sup> Department of Marketing Management, Faculty of Commerce and Management Studies, University of Kelaniya, Sri Lanka

<sup>2</sup> Department of Marketing Management, Faculty of Commerce and Management Studies,