

Determinants of Consumer Purchase Intention for Electric Motorcycles in Pakistan

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This study focuses on investigating the measurable drivers of consumer purchase intention for electric motorcycles in Pakistani consumer market. This study has implications on understanding the bargaining power of emerging suppliers in this nascent market. The resultant drivers can also shed light on buyers' switching costs after the purchase which will be valuable insight for suppliers to sustain in this nascent market segment. Being a quantitative research, sample of 300+ respondents was surveyed. The goal was to investigate the impact of independent variables like perceived relative advantage over traditional motorcycles, perceived utility from purchase incentives, interpersonal and external influence, psychographic, geographic, demographic, behavioural factors on the dependent variable i.e. consumer purchase intention. It was concluded that perceived relative advantage, perceived utility, external influence, psychographic and behavioural factors have a significant impact on dependent variable. Hence, this research contributes the strongest determinants of consumer purchase intention for electric motorcycles in the context of Pakistani market. In addition to this contribution, the results of this research implicitly define the profile of first adopters of this green technology in Pakistan, another valuable contribution for suppliers struggling to make their mark in this emerging industry. This paper is structurally divided into five main sections. Introduction explains the research significance followed by literature review that highlights the research gap and explains the development of hypotheses and research framework in the light of relevant literature. Research methodology is then discussed in the third section followed by results and discussion in the fourth section. Conclusions, implications and limitations are presented in the final section.

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