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Factors influencing Nepal's Kathmandu-centered riders' decision to purchase a two-wheeler

Meen Bahadur Karki[1], Dr. Shweta Vyash[2], Dr. Indrajit Ghosal[3] and Mahima Karki[4]

[1]Research Scholar, Poornima University, Jaipur, Rajasthan
[2]Assistant Professor, Poornima University, Jaipur, Rajasthan
[3]Associate Professor, Brainware University, Kolkata (India)
[4]Faculty, Global College International
[1]2020phdevenmeen9162@poornima.edu.in, [2]shweta.vyas@poornima.edu.in, [3] ghosal.m1981@gmail.com and [4]mahimakarki18@gmail.com

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ABSTRACT
The Two- Wheelers are the most common street commuters seen on the Nepalese narrower roads because of the purchasing capacity of the Nepalese riders, road conditions of Nepal, fuel consumption and availability, government-levied road taxes, and the small amount of loans made available by the financial institutions. Keeping all these conditions and increasing the use of two-wheeled bikes by Nepalese riders, research was conducted to find the best bike for Nepalese Two-wheeled users. For this study purpose, 215 samples were collected visiting the sales outlets, garages and Two-wheeler workshops in Nepal. Data were analyzed using SPSS and other suitable statistical tools. The research result showed that the most sold Two- Wheelers sold in Nepal was Bajaj and in the Scooter section the Honda Dio was the most sold ones. The Hero brand is also found popular in Nepal. Yamaha and TVS also have a good market share.

Keywords: Consumer Behavior, Two-wheelers, Kathmandu Automobile Market, Brand, Riders.

1. INTRODUCTION

In Nepal, it is least seen, studied and least taught and learnt subject. In these days, in Nepal, road transportation and communication are increasing. The automobile sector is still highly successful and the vehicles are mostly purchased from India.

The two-wheelers, four-wheelers, three three-wheelers market is encouraging because of the increased per capita income, education, finance facilities provided by the commercial banks, and external exposure. Every household in Terai almost keeps at least one two-wheeler auto vehicle.

According to Timilsina & Jnawali (2024), the choice to buy a two-wheeler is influenced by a variety of factors, such as the buyer's marital status, employment, religion, payment method, reason for the purchase, number of family members, and yearly family income. In the Nepalese context, so far these factors and others factors therein are least studied, least taught and least learned subjects. These days, in Nepal, road transportation and communication are highly increasing. The automobile sector is further increasing and the vehicles are mostly purchased from India. The two-wheelers, three-wheelers, and four-wheelers market are increasing because of the increased per capita income, education, financing facilities provided by the commercial banks, and external exposure. Every household in the Terai of Nepal almost keeps at least one two –wheeler auto vehicle.

The customers in Kathmandu are not so aware about the brand, cost, fuel economy, resale value, age mix factor, occupation, and power of the auto vehicle. 1.2 million different categories of auto vehicles run in Kathmandu road every day. It is also estimated that there are 3.8 million (3539518 till 2020) of vehicles registered in the Department of Transport Management (Do TM). It is also recorded that out of those registrations, the two-wheelers constitute 2.6 million (80%). It is also said that the Nepal Auto Market stands as the 28th largest in the world domestically. (Do TM). The economy is gradually growing along with population expansion and urbanization, which is contributing to the car industry's boom, especially for two-wheelers in Nepal. In the upcoming years, it is still anticipated to advance and rank between the 28th and the 15th largest. From an analytical standpoint, even though the proposed study appears to be limited to two-wheelers, considering the

Nepalese context and other comparable countries, this study will be crucial in helping shape policies related to two-wheelers at all levels of government, business, and society for the benefit of both the nation and its two-wheeler users. The growth of Nepal's car industry has also been aided by the country's rising urbanization rate (20.40%). Abrupt growth of per capita income in 2011 (USD 1,236) to 1399 (March 15, 2024 to then 1456 (USD, 18 May 2024, CEIC DATA) has also led to an increase in the number of riders in Nepal. So, in Nepal, two-wheelers have become the main conveyance device.

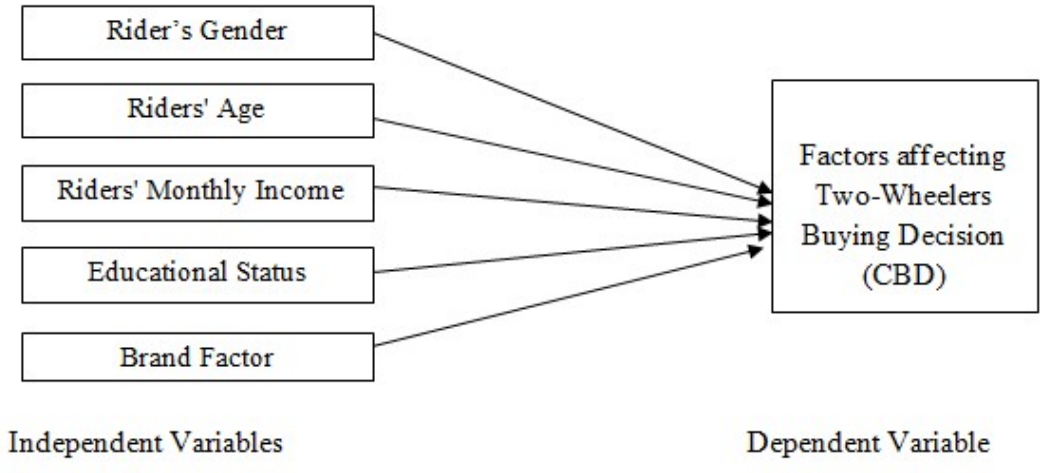
2. REVIEW OF LITERATURE

Malla (2016) played out an exploration on scooters brand preference among ladies and observed ease of use is the most important element, followed by mileage, design, and cost. Additionally, a weak but positive correlation was found between liking a brand and every autonomous aspect, including cost, the distance traveled, pick of color, comfort level, design, longevity, resale value, fuel compartment size, and availability of replacement components.

Similarly, Jain, Joshi, and Mayee (2020) directed an exploration concentrated on "Factors motivating buying behavior of female two-wheeler users in the district of Palghar" and discovered that Honda (Brand) was observed as the most well-known brand followed by TVS. Most buy was made on a one-time installment premise and family use was generally normal. A research done by Shahare (2020) presented his findings in the study “Consumer Behavior Towards Two-Wheeler Scooter: With Special Reference to Nagpur City (Maharashtra, India)” and pointed out that in Brand-Honda, purchase power, availability, and comfort were given importance. Likewise, Mani & Tripathy (2013) did an investigation and pointed that age below 30 were the major purchaser (25%), Service holder were major purchaser. Honda was the most preferred (28%). Bajaj was most liked for design. Mileage wise Bajaj is most preferred.

Laitha (2019) performed a study and found out that most of the participants were of age below 30 years and chose Yamaha bikes. Most of the two-wheeler users were (50%) students to use Hero Honda. Yamaha Technology was found as superior technology, Hero Honda was second and TVS was third. 85% were satisfied with the Yamaha brand. Prices were high according to 60% of respondents. Karki, M.B. & Ghosal, I., (2022) conducted research titled "Brand Management in Nepal Automobile Market Concerning Consumer Behaviour" and found that Nepalese auto users have no brand preference but the price, safety standard, fuel economy, and financing facilities affected their brand choice. The research done by A Acharya et al. (2023) this study advances knowledge of college students' beliefs, practices, and knowledge of COVID-19. To effectively stop the virus from spreading among college students, it emphasizes the significance of focused interventions and educational campaigns that emphasize knowledge enhancement, the promotion of preventative measures, and the consideration of socio-demographic factors. This research aims to find out the impact of Demographic Factors like - Gender, Age, Income, and Education level of two-wheeler riders in making buying decisions in the Kathmandu Auto market. And to find out the most purchased Brand of the Two-Wheelers in Kathmandu-based Auto market.

THEORETICAL FRAMEWORK



HYPOTHESES

H_1: There is significant effect of Riders' Gender in making Two-Wheelers Purchase Decision.

H_2: Riders' Age has a significant effect in making Two-Wheelers Purchase Decision.

H_3: Riders' Income has a significant effect in making Two-Wheelers Purchase Decision.

H_4: Educational Status of Riders has a significant effect in making Two-Wheelers Purchase Decision.

H_5: The brand of Two-Wheelers is a significant factor for Riders in choosing and making Two-Wheelers Purchase Decisions.

3. RESEARCH METHODOLOGY

The research design used in this study is Descriptive Research Design, (DRD) as a survey is conducted through structured questionnaire and some of the statistical methods like mean, ANOVA, and correlations are used for making statistical analyses to make decision valid. A sample size of 215 was taken for collecting the data and information using structured questionnaires. SPSS is used to analyze the data. The data were collected from Google docs and physically visiting Two-Wheelers sales outlets and service centers. Random and purposive sampling techniques are used for analyses.

3.1 Research Gaps

It is evident from the research review section above that there are very few Nepalese studies available in this field. However, certain accounts indicate that during the past 20 years, the use of 2-wheeled vehicles has increased abruptly in Nepal. There are currently about 4,37,614 registered automobiles according to NADA and the Department of Transportation Management (DoTM, 2020). Only 3,41,623 of them are 2-wheeled vehicles (www.dotm.gov.np), and the number of Two-Wheelers are increasing at a rate of 2,000,00 per year. In the Kathmandu Valley which includes two more adjacent districts namely Bhaktapur and Lalitpur, every day around 1.2 million auto vehicles used to run. (Do TM) But, it is true that in particular, for the Kathmandu Valley, there are no such detailed studies as of this kind. Further, there is a gap of the basic understanding regarding the Demographic Factors and the brand factor to affect the Two- Wheelers purchase Decision. So, this research tries to study taking these factors as study gaps.

4. RESULTS AND ANALYSIS OF DATA

Table 1 Demographic Statistics of Gender with reference to Consumer Buying Decision

		N	Mean	Std. Deviation	Std. Error	95% Confidence Interval for Mean		Min	Max
						Lower Bound	Upper Bound		
My purchase decision is based on brand image of the Two-Wheelers.	Male	169	3.353	0.5304	0.0425	3.269	3.436	2.0	5.0
	Female	68	3.475	0.5680	0.0739	3.327	3.623	2.0	5.0
	Total	237	3.386	0.5424	0.0370	3.313	3.459	2.0	5.0
I am influenced by the Price in Purchase of my Two-Wheelers.	Male	169	4.840	0.4472	0.0358	4.769	4.910	3.0	5.0
	Female	68	4.746	0.5117	0.0666	4.612	4.879	3.0	5.0
	Total	237	4.814	0.4664	0.0318	4.751	4.877	3.0	5.0
I consider the fuel efficiency of Two- Wheelers in my purchase decision.	Male	169	4.045	0.3078	0.0246	3.996	4.094	3.0	5.0
	Female	68	4.085	0.2809	0.0366	4.012	4.158	4.0	5.0
	Total	237	4.056	0.3005	0.0205	4.015	4.096	3.0	5.0
My purchase decision rely on Financial Schemes of Two-Wheelers.	Male	169	4.077	0.2905	0.0233	4.031	4.123	3.0	5.0
	Female	68	4.186	0.3928	0.0511	4.084	4.289	4.0	5.0
	Total	237	4.107	0.3005	0.0221	4.063	4.151	3.0	5.0

The table 1 shows the descriptive data of consumer buying decision on the basis of gender factor. All statements have an average mean of 4.091 and a deviance of 0.4025. Since the average rating is greater than four, the consumer buying decision on the basis of gender factor in purchasing two-Wheelers is considered to be efficient. This is justifiable because the males are dominant riders in Nepal. Here, H1 is accepted.

Table 2 ANOVA Table of Gender as a factor to make Two-Wheelers Buying Decision

		Sum of Squares	Df	Mean Square	F	Sig.
My purchase decision is based on brand image of the Two-Wheelers.	Between Groups	0.637	4	0.637	2.178	0.141
	Within Groups	62.321	235	0.293		
	Total	62.958	236			
I am influenced by the Price in Purchase of my Two-Wheelers.	Between Groups	0.378	4	0.378	1.744	0.188
	Within Groups	46.180	235	0.217		
	Total	46.558	236			
I consider the fuel efficiency of Two- Wheelers in my purchase decision.	Between Groups	0.102	4	0.068	0.753	0.387
	Within Groups	19.228	235	0.090		
	Total	19.330	236			
My purchase decision rely on Financial Schemes of Two-Wheelers.	Between Groups	0.367	4	0.513	0.870	0.483
	Within Groups	22.172	235	0.103		
	Total	22.540	236			

While looking at the table 2, we can see that all the assertion is insignificant when tested with gender factor of the respondents. Here the p-value is greater than 0.05.

Table 3 Demographic Statistics of Age as factor to make bike Buying Decision

		N	Mean	Std. Deviation	Std. Error	95% Confidence Interval for Mean		Min	Max
						Lower Bound	Upper Bound		
My purchase decision is based on brand image of the Two-Wheelers.	1	9	3.800	0.4472	0.2000	3.245	4.355	3.0	4.0
	2	78	3.395	0.5435	0.0623	3.271	3.519	2.0	5.0
	3	62	3.519	0.5770	0.0800	3.359	3.680	2.0	5.0
	4	49	3.279	0.5488	0.0837	3.110	3.448	2.0	4.0
	5	39	3.256	0.4424	0.0708	3.113	3.400	3.0	4.0
	Total	237	3.386	0.5424	0.0370	3.313	3.459	2.0	5.0
I am influenced by the Price in Purchase of my Two-Wheelers.	1	9	5.000	0.0000	0.0000	5.000	5.000	5.0	5.0
	2	78	4.829	0.4730	0.0543	4.721	4.937	3.0	5.0
	3	62	4.788	0.4575	0.0634	4.661	4.916	3.0	5.0
	4	49	4.837	0.4326	0.0660	4.704	4.970	3.0	5.0
	5	39	4.769	0.5361	0.0859	4.595	4.943	3.0	5.0
	Total	237	4.814	0.4664	0.0318	4.751	4.877	3.0	5.0
I consider the fuel efficiency of Two- Wheelers in my purchase decision.	1	9	4.000	0.7071	0.3162	3.122	4.878	3.0	5.0
	2	78	4.053	0.3223	0.0370	3.979	4.126	3.0	5.0
	3	62	4.077	0.3341	0.0463	3.984	4.170	3.0	5.0
	4	49	4.023	0.1525	0.0233	3.976	4.070	4.0	5.0
	5	39	4.077	0.2700	0.0432	3.989	4.164	4.0	5.0
	Total	237	4.056	0.3005	0.0205	4.015	4.096	3.0	5.0
My purchase decision rely on Financial Schemes of Two-Wheelers.	1	9	4.200	0.4472	0.2000	3.645	4.755	4.0	5.0
	2	78	4.066	0.2982	0.0342	3.998	4.134	3.0	5.0
	3	62	4.154	0.3643	0.0505	4.052	4.255	4.0	5.0
	4	49	4.140	0.3506	0.0535	4.032	4.247	4.0	5.0
	5	39	4.077	0.2700	0.0432	3.989	4.164	4.0	5.0
	Total	237	4.107	0.3005	0.0221	4.063	4.151	3.0	5.0

The table 3 shows the descriptive data of consumer buying decision on the basis of age factor. The overall average is more than 3. The greatest mean is 4.814 with a deviance of 0.4664 for the declaration "I am influenced by the price in purchase of my Two-wheelers," whilst the least mean is 3.386 with a variance of 0.5424 for the declaration "My purchase decision is based on brand image of the Two-wheelers." All statements have an average mean of 4.091 and a deviance of 0.4025. Since the average rating is greater than four, the consumer buying decision on the basis of age factor is considered to be efficient.

The table 3 shows the descriptive data of riders' buying decision on the basis of age factor. The overall average is more than 3. The greatest mean is 4.814 with a deviance of 0.4664 for the declaration "I am influenced by the price in purchase of my Two-wheelers," whilst the least mean is 3.386 with a variance of 0.5424 for the declaration "My purchase decision is based on brand image of the Two-wheelers." All statements have an average mean of 4.091 and a deviance of 0.4025. Since the average rating is greater than four, the riders' buying decision on the basis of age factor is considered to be efficient.

So, age factor is an important factor to affect consumers' two- wheelers buying decision.

Table 4 ANOVA Table of Age and Consumer Buying Decision

		Sum of Squares	Df	Mean Square	F	Sig.
My purchase decision is based on brand image of the Two-Wheelers.	Between Groups	2.932	4	0.733	2.565	0.039
	Within Groups	60.026	232	0.286		
	Total	62.958	236			
I am influenced by the Price in Purchase of my Two-Wheelers.	Between Groups	0.325	4	0.081	0.369	0.830
	Within Groups	46.233	232	0.220		
	Total	46.558	236			
I consider the fuel efficiency of Two- Wheelers in my purchase decision.	Between Groups	0.102	4	0.026	0.280	0.891
	Within Groups	19.228	232	0.092		
	Total	19.330	236			
My purchase decision rely on Financial Schemes of Two-Wheelers.	Between Groups	0.367	4	0.092	0.870	0.483
	Within Groups	22.172	232	0.106		
	Total	22.540	236			

While looking at the table, we can see that only the assertion "My purchase decision is based on brand image of the Two-wheelers" is significant when tested with age factor of the respondents. Here the p-value is 0.039 which is less than 0.05. While for all other statements it is insignificant as the p-value is greater than 0.05.

So, Age factor has effect on choosing two- wheelers of different price level. This further clarifies that in Kathmandu it is found that as the age of rider is young , they tend to choose expensive and heavy bikes.

Table 5 Demographic Statistics of Monthly Income with reference to Riders' Buying Decision

		N	Mean	Std. Deviation	Std. Error	95% Confidence Interval for Mean		Min	Max
						Lower Bound	Upper Bound		
My purchase decision is based on brand image of the Two-Wheelers.	Below Rs. 15000	56	3.458	0.5035	0.0727	3.312	3.605	3.0	4.0
	Rs. 15001- Rs. 25000	38	3.406	0.6148	0.1087	3.185	3.628	3.0	5.0
	Rs. 25001- Rs. 35000	35	3.412	0.4996	0.0857	3.237	3.586	3.0	4.0
	Rs. 35001- Rs. 45000	53	3.440	0.5014	0.0709	3.297	3.583	3.0	4.0
	Rs. 45001- Rs. 55000	26	3.273	0.5505	0.1174	3.029	3.517	2.0	4.0
	Above Rs. 55000	29	3.207	0.6199	0.1151	2.971	3.443	2.0	4.0
	Total	237	3.386	0.5424	0.0370	3.313	3.459	2.0	5.0
I am influenced by the Price in Purchase of my Two-Wheelers.	Below Rs. 15000	56	4.854	0.4608	0.0665	4.720	4.988	3.0	5.0
	Rs. 15001- Rs. 25000	38	4.625	0.6599	0.1167	4.387	4.863	3.0	5.0
	Rs. 25001- Rs. 35000	35	4.853	0.3595	0.0617	4.728	4.978	4.0	5.0
	Rs. 35001- Rs. 45000	53	4.900	0.3642	0.0515	4.796	5.004	3.0	5.0
	Rs. 45001- Rs. 55000	26	4.773	0.4289	0.0914	4.583	4.963	4.0	5.0
	Above Rs. 55000	29	4.793	0.4913	0.0912	4.606	4.980	3.0	5.0
	Total	237	4.814	0.4664	0.0318	4.751	4.877	3.0	5.0
I consider the fuel efficiency of Two-Wheelers in my purchase decision.	Below Rs. 15000	56	4.021	0.3255	0.0470	3.926	4.115	3.0	5.0
	Rs. 15001- Rs. 25000	38	4.000	0.2540	0.0449	3.908	4.092	3.0	5.0
	Rs. 25001- Rs. 35000	35	4.059	0.2388	0.0410	3.975	4.142	4.0	5.0
	Rs. 35001- Rs. 45000	53	4.080	0.2740	0.0388	4.002	4.158	4.0	5.0
	Rs. 45001- Rs. 55000	26	4.045	0.3751	0.0800	3.879	4.212	3.0	5.0
	Above Rs. 55000	29	4.138	0.3509	0.0652	4.004	4.271	4.0	5.0
	Total	237	4.056	0.3005	0.0205	4.015	4.096	3.0	5.0
My purchase decision rely on Financial Schemes of Two-Wheelers.	Below Rs. 15000	56	4.021	0.2518	0.0363	3.948	4.094	4.0	5.0
	Rs. 15001- Rs. 25000	38	4.188	0.3966	0.0701	4.045	4.330	4.0	5.0
	Rs. 25001- Rs. 35000	35	4.118	0.3270	0.0561	4.004	4.232	4.0	5.0
	Rs. 35001- Rs. 45000	53	4.100	0.3030	0.0429	4.014	4.186	4.0	5.0
	Rs. 45001- Rs. 55000	26	4.091	0.2942	0.0627	3.960	4.221	4.0	5.0
	Above Rs. 55000	29	4.172	0.3844	0.0714	4.026	4.319	4.0	5.0
	Total	237	4.107	0.3245	0.0221	4.063	4.151	3.0	5.0

The above table 5 shows the descriptive data of riders' buying decision on the basis of monthly income factor. The overall average is more than 3. The greatest mean is 4.814 with a deviance of 0.4664 for the declaration "I am influenced by the price in purchase of my Two-wheelers," whilst the least mean is 3.386 with a variance of 0.05424 for the declaration "My purchase decision is based on brand image of the Two-wheelers." All statements have an average mean of 4.091 and a deviance of 0.4025. Since the average rating is greater than four, the riders' buying decision on the basis of monthly income factor is considered to be efficient.

This clarifies that in Nepal, the higher income of riders, more expensive bike they like to buy.

Table 6 ANOVA Table of Monthly Income and Consumer Buying Decision

		Sum of Squares	Df	Mean Square	F	Sig.
My purchase decision is based on brand image of the Two-Wheelers.	Between Groups	1.645	5	0.329	1.122	0.350
	Within Groups	61.313	231	0.293		
	Total	62.958	236			
I am influenced by the Price in Purchase of my Two-Wheelers.	Between Groups	1.692	5	0.338	1.576	0.168
	Within Groups	44.866	231	0.215		
	Total	46.558	236			
I consider the fuel efficiency of Two- Wheelers in my purchase decision.	Between Groups	0.386	5	0.077	0.851	0.515
	Within Groups	18.944	231	0.091		
	Total	19.330	236			
My purchase decision rely on Financial Schemes of Two-Wheelers.	Between Groups	0.700	5	0.140	1.339	0.249
	Within Groups	21.840	231	0.104		
	Total	22.540	236			

While looking at the table 6, we can see that all the assertion is insignificant when tested with monthly income factor of the respondents. Here the p-value is greater than 0.05. This indicates that the riders of any income group buy the two wheelers. It also signifies that in Nepal used bikes are also available in Cheaper and affordable price.

Table 7 Demographic Statistics of Educational Status with reference to Consumer Buying Decision

		N	Mean	Std. Deviation	Std. Error	95% Confidence Interval for Mean		Min	Max
						Lower Bound	Upper Bound		
My purchase decision is based on brand image of the Two-Wheelers.	Undergraduate	98	3.375	0.5666	0.0578	3.260	3.490	2.0	5.0
	Bachelor's Degree	69	3.444	0.5321	0.0670	3.310	3.579	2.0	4.0
	Master's Degree	57	3.333	0.5164	0.0723	3.188	3.479	2.0	4.0
	M. Phil	8	3.667	0.5774	0.3333	2.232	5.101	3.0	4.0
	Ph.D.	5	3.000	0.0000	0.0000	3.000	3.000	3.0	3.0
	Total	237	3.386	0.5424	0.0370	3.313	3.459	2.0	5.0
I am influenced by the Price in Purchase of my Two-Wheelers.	Undergraduate	98	4.781	0.5069	0.0517	4.679	4.884	3.0	5.0
	Bachelor's Degree	69	4.825	0.4593	0.0579	4.710	4.941	3.0	5.0
	Master's Degree	57	4.843	0.4182	0.0586	4.726	4.961	3.0	5.0
	M. Phil	8	5.000	0.0000	0.0000	5.000	5.000	5.0	5.0
	Ph.D.	5	5.000	0.0000	0.0000	5.000	5.000	5.0	5.0
	Total	237	4.814	0.4664	0.0318	4.751	4.877	3.0	5.0
I consider the fuel efficiency of Two- Wheelers in my purchase decision.	Undergraduate	98	4.031	0.3062	0.0313	3.969	4.093	3.0	5.0
	Bachelor's Degree	69	4.063	0.3044	0.0384	3.987	4.140	3.0	5.0
	Master's Degree	57	4.098	0.3003	0.0421	4.014	4.183	4.0	5.0
	M. Phil	8	4.000	0.0000	0.0000	4.000	4.000	4.0	4.0
	Ph.D.	5	4.000	0.0000	0.0000	4.000	4.000	4.0	4.0
	Total	237	4.056	0.3005	0.0205	4.015	4.096	3.0	5.0
My purchase decision rely on Financial Schemes of Two-Wheelers.	Undergraduate	98	4.083	0.3134	0.0320	4.020	4.147	3.0	5.0
	Bachelor's Degree	69	4.095	0.2959	0.0373	4.021	4.170	4.0	5.0
	Master's Degree	57	4.157	0.3673	0.0514	4.054	4.260	4.0	5.0
	M. Phil	8	4.333	0.5774	0.3333	2.899	5.768	4.0	5.0
	Ph.D.	5	4.000	0.0000	0.0000	4.000	4.000	4.0	4.0
	Total	237	4.107	0.3245	0.0221	4.063	4.151	3.0	5.0

The above table shows the descriptive data of consumer buying decision on the basis of educational status factor. The overall average is more than 3. The greatest mean is 4.814 with a deviance of 0.4664 for the declaration "I am influenced by the price in purchase of my Two-wheelers," whilst the least mean is 3.386 with a variance of 0.05424 for the declaration "My purchase decision is based on brand image of the Two-wheelers." All statements have an average mean of 4.091 and a deviance of 0.4025. Since the average rating is greater than four, the consumer buying decision on the basis of educational status factor is considered to be efficient. This states that riders of any level of education are buying and riding the bikes in Nepal.

Table 8 ANOVA Table of Educational Status and Consumer Buying Decision

		Sum of Squares	Df	Mean Square	F	Sig.
My purchase decision is based on brand image of the Two-Wheelers.	Between Groups	0.903	4	0.226	0.764	0.550
	Within Groups	62.056	232	0.296		
	Total	62.958	236			
I am influenced by the Price in Purchase of my Two-Wheelers.	Between Groups	0.327	4	0.082	0.372	0.829
	Within Groups	46.231	232	0.220		
	Total	46.558	236			
I consider the fuel efficiency of Two-Wheelers in my purchase decision.	Between Groups	0.168	4	0.042	0.461	0.765
	Within Groups	19.162	232	0.091		
	Total	19.330	236			
My purchase decision rely on Financial Schemes of Two-Wheelers.	Between Groups	0.366	4	0.091	0.866	0.485
	Within Groups	22.174	232	0.106		
	Total	22.540	236			

While looking at the table 8, we can see that all the assertion is insignificant when tested with educational status factor of the respondents. Here the p-value is greater than 0.05.

This states that riders of any level of education are buying and riding the bikes in Nepal

Correlation Analysis

A different way of analysis was done to find the association between the nominal, also termed as independent variable and the scale variable, also termed as dependent variable. In our research, the Gender, Age, Monthly income and Educational Status are taken as independent/ nominal variables and Consumer Buying Decision (CBD) is taken as Scale Variables or Dependent Variables. SPSS was used. Eta Correlations were found out.

Gender and Consumer Buying Decision

Table 9 Correlation between Gender and Consumer Buying Decision

		Gender	CBD Total
Gender	Pearson Correlation	1	0.106
	Sig. (2-tailed)		0.121
	N	237	237

CBD Total	Pearson Correlation	0.106	1
	Sig. (2-tailed)	0.121	
	N	237	237

Gender and CBD correlation was also analyzed to see whether there was any impact in Two-Wheelers purchase decision due to gender difference and it was found that Pearson' Correlation (0.106) and Sig (2- tailed (0.121) both were insignificant in both the gender and CBD total indicating that there was no any impact of Gender in Two- Wheelers purchase of Kathmandu based riders. Male and females are both are buying and using two-wheelers.

Age and Consumer Buying Decision

Table 10 Correlation between Age and Consumer Buying Decision

		Age	**CBD_Total**
Age	Pearson Correlation	1	-0.122
	Sig. (2-tailed)		0.074
	N	237	237
CBD_Total	Pearson Correlation	-0.122	1
	Sig. (2-tailed)	0.074	
	N	237	237

Table 10 was also formulated to see the relationship of buyers' and CBD. Age dependent and CBD total both were insignificant. Pearson Correlation in both the cases that are Age factor and CBD total were insignificant showing the value even in negative side.

This is true because the riders of any age are using two-wheelers either bikes or scooters..

Monthly Income and Buyers' Buying Decision

Table 11 Correlation between Monthly Income and Riders Buying Decision

		Monthly Income	**CBD_Total**
Monthly Income	Pearson Correlation	1	0.003
	Sig. (2-tailed)		0.967
	N	237	237
CBD_Total	Pearson Correlation	0.003	1
	Sig. (2-tailed)	0.967	
	N	237	237

Table 11 analyzes about the Monthly Income of the Kathmandu based Two- Wheelers riders in Kathmandu Automobile Market. It tried to examine the correlation between the monthly income of the respondents and consumer's two-wheelers buying decision. Correlation statistics in monthly income and CBT -total were calculated at 0.003 which also shows no association between monthly income and bike users' Buying decision. This clearly indicated that the buyers who are interested can make purchase decision even they have low monthly income. Because the price ranges are very wide and second hand bikes are easily available in the market even in Rs. 10,000.

Educational Status and Buyer Buying Decision

Table 12 Correlation between Educational Status and riders' Buying Decision

		Educational Status	**CBD_Total**
Educational Status	Pearson Correlation	1	0.097
	Sig. (2-tailed)		0.155
	N	237	237
CBD_Total	Pearson Correlation	0.097	1
	Sig. (2-tailed)	0.155	
	N	237	237

Table 12 describes about the effect of educational status and riders' Buying Decision of Two-Wheelers in Kathmandu based Auto market. Correlation statistics in educational status and CBD -total were calculated at 0.097 which also shows no association between educational status and Consumers buying decision. This concludes that any person of any level of education were using two- wheelers in Kathmandu area.

Brand Perception and Consumer Buying Decision

Table 13 Correlation between Brand Perception and Buyers' Buying Decision

		Brand Perception Total	**CBDTotal**
Brand Perception Total	Pearson Correlation	1	
	Sig. (2-tailed)		
	N	237	
CBD_Total	Pearson Correlation	0.486**	1
	Sig. (2-tailed)	0.000	
	N	237	237

**Correlation is significant at the 0.01 level (2-tailed)

The Pearson's correlation coefficient between Consumer Buying Decision (Dependent Variable) and Brand Perception (Independent Variable) is displayed on Table 13. A substantial relationship exists between the independent and dependent variables. Bike riders' Buying Decision has a significant correlation coefficient with Brand Perception variable, which is 0.486. Yes, this is also justified because there is majority of young age class riders and they are more brand sensitive.

5. DISCUSSION

The overall results of this study are, of new types of findings in the Kathmandu Automobile Market. All the demographic variables under the current studies (Gender, Age, Monthly Income, and Educational Status) were found insignificant. This indicates that in the Kathmandu context, in these days, two-wheelers motorcycles, and scooters are becoming the most common street commuter which justified the statement of an abrupt increase in two-wheelers (Do TM, 2020; B jain et al., 2024). Riders in Kathmandu are using Two-wheelers irrespective of their Gender, Age, Monthly Income and Educational Level. The increased PCI of the Nepalese Riders (USD1399, CEIC DATA, 2023) may be the distinct reason for the increased use of Two-wheelers in Kathmandu. CEIC connotes the Centre for Entrepreneurship, Innovation, and Creativity.

According to Dr. Chowdhury (2019) in his piece entitled "Factors affecting buying behavior: A study on the consumers of Two-wheelers (Motorcycles) of Dhaka city," discovered that while profession plays a key part in ranking various traits, there are not any statistically significant disparities among the age and conjugal status groupings in terms of attribute ranking. But in these newest findings in Kathmandu-based research, age factor was found to affect brand choice. The reason behind this may be the legal provision of Nepal where a person attaining age of 16 years is entitled to get the two wheelers driving license.

6. CONCLUSION

A Study was undertaken in the Kathmandu sector to find out the implications of some selected socio-economic parameters and Brands of Two-Wheelers and Riders in making riders' purchase decisions for Two-Wheelers. Findings are some of a new nature and different. The Gender factor of the respondents does not affect making two-wheeler purchase decisions. Males are dominant riders in Kathmandu. Females are also coming up with using more and more number of two-wheelers. This is an indication of more women's participation in the works. Age of the respondents in making purchase decision has also not shown any impact in making two-wheeler purchase decisions. This depicts that people of any age above 16 are entitled to ride two-wheelers. Riders of any occupation like teachers, students, and government service holders, advocates, Bankers, technicians, Businessmen, and others are equally using two-wheelers. The monthly income of the riders was also studied to see whether there was any impact on their two-wheeler purchase decision. After the analysis it was not seen any impact of income in making the purchase decision of two-wheelers. Person with minimum income of NPR 15000-20000 can also make a purchase of used bikes in minimum price of NPR 40,000. Educational status were also taken as study variables to see their impact on Two-Wheelers purchase decision and found that both of those have no any impact in making their purchase decision.

While looking at the results of analysis in above table no.3 only the assertion “My purchase decision is based on Brand image of the two-wheelers” was tested with the age factor of the respondents. Here, the p –value is 0.039 which is less than 0.05. This indicated that youngsters are brand sensitive and see brand image of the bike in making bike purchase decision.

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