



Consumer Choice Factors Toward Motorcycle Brands in Thailand

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Abstract

This study investigates the key factors shaping motorcycle brand choice and brand loyalty among consumers in Thailand, a market where motorcycles serve as essential and long-term transportation assets. Using survey data collected from 342 motorcycle users across multiple regions of Thailand, supplemented by qualitative open-ended responses, the study examines the relative importance of perceived reliability, after-sales service quality, price sensitivity, social influence, and emerging consumer attitudes toward electric motorcycles. Descriptive and comparative analytical techniques are employed to identify patterns in attribute evaluation and loyalty formation.

The findings indicate that motorcycle brand loyalty in Thailand is driven primarily by functional value considerations, particularly perceived reliability, durability, and the availability of after-sales service infrastructure, rather than by price alone. Consumers demonstrate a strong preference for brands that offer dependable performance and long-term ownership security, suggesting that motorcycles are viewed as investments rather than short-term or disposable purchases. After-sales service emerges as a critical retention mechanism, capable of sustaining brand loyalty even in cases where product performance does not fully meet expectations. In contrast, social and family influence plays a comparatively limited role in shaping loyalty outcomes, with most consumers relying more heavily on personal experience, technical evaluation, and independent research when making purchase decisions.

The study also highlights persistent barriers to electric motorcycle adoption, including concerns related to battery life, maintenance costs, and trust in manufacturers' electric offerings. By clarifying the hierarchy of decision factors influencing motorcycle brand choice in Thailand, this research contributes to the consumer behavior and brand management literature in emerging economies. The findings further offer practical insights for manufacturers and policymakers seeking to strengthen brand loyalty, improve service strategies, and support sustainable mobility transitions in the Thai transportation sector.

Keywords: *Motorcycle Brands, Consumer Choice, Brand Loyalty, Thailand*

1. Introduction

Motorcycles play a vital role in Thailand's transportation system, serving as an affordable and convenient means of mobility for millions of people. With over 20 million registered motorcycles nationwide, the two-wheeler industry represents not only a major economic sector but also a central part of Thai daily life. Given the country's dense traffic, tropical climate, and relatively low average income, motorcycles are preferred over cars due to their lower cost, fuel efficiency, and flexibility, which has contributed to a highly competitive motorcycle market (Wongsunopparat & Klinpong, 2022). In this context, understanding how Thai consumers choose among different motorcycle brands is of great importance for both marketers and policymakers.

Thailand's motorcycle brands are diverse, dominated by global brands such as Honda, Yamaha, Suzuki, and Kawasaki, alongside emerging domestic and regional brands like GPX, Royal Enfield, and Vespa. Each brand positions itself differently in terms of price, performance, design, and after-sales service, appealing to various consumer segments across income levels and age groups. Despite this diversity, Honda and Yamaha have consistently held the largest market shares, suggesting strong brand loyalty and effective marketing strategies (Research and Markets, 2024). However, the emergence of electric motorcycles and



increasing environmental awareness are reshaping consumer perceptions and purchasing decisions, reflecting a shift in market dynamics.

Beyond their economic function, motorcycles also reflect deeper socio-cultural meanings in Thailand. For many Thais, especially younger consumers, motorcycles represent freedom, individuality, and self-expression. Riders often view their motorcycles not only as tools of transport but also as extensions of personal identity. Motorcycle ownership is linked with lifestyle and social belonging—ranging from commuting scooters and family-oriented bikes to luxury and sport models symbolizing achievement and modernity. Such symbolic associations make brand choice a multi-layered decision that involves both rational evaluation and emotional resonance (Sopranzetti, 2013).

The significance of motorcycles in Thailand's broader economy cannot be overstated. The country is often referred to as the 'Detroit of Asia,' producing more than two million motorcycles annually and exporting to numerous ASEAN markets. This industrial success has fostered intense brand competition and technological innovation, pushing manufacturers to differentiate through design, engine performance, environmental standards, and marketing communication. Consumers benefit from wide brand availability, competitive pricing, and extensive dealer networks, but this abundance also makes the decision process more complex (Automotive Intelligence Unit, 2024).

The evolution of digital technology has further transformed how Thai consumers interact with brands. Social media platforms such as Facebook, TikTok, and YouTube play critical roles in shaping consumer opinions, promoting brand communities, and encouraging brand loyalty. Young riders are particularly influenced by influencer marketing, viral campaigns, and online reviews that emphasize design aesthetics, riding experiences, and after-sales support. These new digital touchpoints have made brand perception more dynamic and multidimensional, requiring companies to maintain authenticity and transparency (Rozange, 2024).

2. Objectives

The objectives of this study are to analyze the key factors influencing Thai consumers' motorcycle brand choices, integrating functional, emotional, social, and technological dimensions. In doing so, the study aims to provide insights relevant to marketing strategy, consumer behavior theory, and sustainable transportation policy. The purpose of this study is to examine the factors influencing Thai consumers' choice of motorcycle brands. Specifically, the study explores how consumers evaluate key brand attributes, including price, design, performance, fuel efficiency, and service quality.

In addition to functional attributes, this research also investigates the role of emotional and social factors—such as brand loyalty, peer influence, and lifestyle compatibility—in shaping consumers' final purchasing decisions. Furthermore, the study examines how the rise of electric motorcycles, together with government incentives, is influencing shifts in consumer preferences from traditional combustion engines toward more eco-friendly alternatives.

By analyzing consumer behavior across all age groups and brand categories, this study seeks to provide a comprehensive understanding of Thailand's motorcycle market dynamics. The findings are expected to assist manufacturers, distributors, and policymakers in developing more effective marketing strategies, strengthening brand positioning, and promoting sustainable mobility solutions.

3. Materials and Methods

The study employs a survey-based research design. Data were collected through a structured questionnaire administered to motorcycle users in Thailand. The questionnaire consisted of three main sections: (1) demographic information (gender, age, income, occupation), (2) Likert-scale questions measuring the importance of key purchase factors (price, reliability, performance, design, after-sales service), and (3) open-ended questions capturing qualitative insights into brand preference and decision-making rationale.



Respondents included individuals with prior experience purchasing or using motorcycles. All responses were treated confidentially and analyzed for academic purposes only. Quantitative data were analyzed descriptively, while qualitative responses were thematically coded to identify recurring patterns and insights.

3.1 Statement of Hypotheses

Based on the literature and theoretical framework, the study proposes the following hypotheses:

H1: There is a significant difference between the average importance scores of reliability and price.

H2: After-sales service ranking is significantly associated with brand loyalty.

H3: Social influence ratings differ significantly from product attribute ratings.

A comparative analysis was used to test each hypothesis.

4. Literature Review

The exploration of consumer choice in motorcycle brands within the Thai market reveals a multifaceted interplay of factors influencing purchasing decisions. Prior research highlights the significance of brand loyalty, which is often cultivated through consistent quality and after-sales service, forming a critical dimension in consumers' evaluations of motorcycle brands (Mathawikul & Darawong, 2023). Additionally, demographic factors such as age, income, and lifestyle preferences further delineate consumer segments, indicating varying inclinations towards specific brands (Wongsunopparat & Klinpong, 2022). Furthermore, the socio-economic context of Thailand, characterized by rapid urbanization and an increasing middle class, has been shown to shape the demand dynamics for motorcycles, positioning them as a preferred mode of transport due to affordability and convenience (Kariathi, 2024).

The integration of technological advancements in motorcycle design and performance has also emerged as a vital consideration for consumers, underscoring a trend towards eco-friendliness and sustainability in brand positioning (Statista, n.d.). Collectively, these factors contribute to a nuanced understanding of consumer behavior in the Thai motorcycle market, warranting a comprehensive analysis of how brand perceptions are formed and transformed through diverse influences.

Consumer brand choice is grounded in theories of brand equity, perceived value, and purchase decision processes. Aaker (1991) proposed that brand loyalty is both behavioral (repeat purchase) and attitudinal (emotional attachment). In the motorcycle context, the brand acts as a signal of reliability, performance, and identity expression, further reinforcing its significance in consumer decision-making processes (Rahmadani & Hidayat, 2024). Additionally, understanding the interconnectedness of these factors is crucial for firms aiming to foster brand loyalty and enhance customer experiences, as highlighted by the growing emphasis on sustainable practices within various industries (Zhang, 2023).

Wongsunopparat and Klinpong (2022) found that customer expectations and satisfaction strongly affect brand loyalty among Bangkok 'big-bike' riders. Product features have been demonstrated to be the most influential factor in the purchasing decision of big-bike consumers in Phuket, indicating that specific attributes significantly drive consumer choices. Mathawikul and Darawong (2023) investigated factors affecting the continuance intention to use big-bikes in Thailand, providing insights into consumer retention in the market. Additionally, Sujarittanonta (2021) extended the discussion to accessories, demonstrating that brand attachment influences spending beyond the motorcycle itself, thereby highlighting the broader economic implications of brand loyalty in the motorcycle industry.

Existing research identifies multiple determinants influencing consumer behavior, including functional attributes, brand image and trust, customer satisfaction, social and cultural influences, and technological and environmental factors (Rusdian, 2024). These elements collectively contribute to understanding how consumers make decisions in various markets, underscoring the complexity of consumer psychology and the factors that drive purchasing intentions (Hà et al., 2023).

Previous research on consumer choice in the motorcycle industry highlights the importance of brand loyalty, perceived quality, and after-sales service (Aaker, 1991; Mathawikul & Darawong, 2023). Brand



loyalty has been shown to develop through consistent product performance and reliable service networks, particularly in markets where motorcycles are used intensively for daily transportation. Demographic factors such as age, income, and occupation further shape consumer preferences, with working-age consumers prioritizing durability and cost efficiency (Reangvaranont, 2019).

Studies conducted in Thailand and Southeast Asia emphasize the role of affordability and convenience in motorcycle demand, reflecting broader socio-economic conditions (Mathawikul & Darawong, 2023). Technological innovation, including fuel efficiency improvements and environmentally friendly designs, has also emerged as a key determinant of consumer preference. More recent literature explores consumer attitudes toward electric motorcycles, identifying battery life, charging infrastructure, and perceived risk as major adoption barriers (Hà et al., 2023; Tsai et al., 2024).

Overall, existing research suggests that motorcycle brand choice is a multidimensional process influenced by functional attributes, brand image, and contextual factors. However, many studies focus narrowly on urban areas or large-engine motorcycles, leaving a gap in understanding nationwide consumer behavior across diverse user segments.

5. Results and Discussion

This study systematically examined three key hypotheses concerning motorcycle brand loyalty in Thailand using descriptive analytical techniques, including the calculation of mean importance ratings, comparative ranking of decision factors, and assessment of the relationships between attribute preferences and loyalty outcomes. By applying these methods—such as contrasting average ratings for reliability (4.45/5) and price (3.89/5), identifying after-sales service as the second most important factor (4.28/5), and situating social influence (2.94/5) relative to core product attributes—the analysis generated a set of empirical patterns for closer interpretation. The discussion that follows explores what these quantified trends suggest about Thai consumer decision-making, evaluates the extent to which the findings align with or challenge established theories of consumer behavior, and considers the practical implications of these evidence-based insights for motorcycle manufacturers operating in an increasingly competitive market.

5.1 Sample Characteristics

The final sample comprised 342 motorcycle users, providing a demographically diverse representation of Thailand's core motorcycle-riding population. Male respondents accounted for 68% of the sample, reflecting the continued gender imbalance in motorcycle usage in Thailand, while female riders represented a substantial minority (32%), indicating the growing normalization of motorcycle use among women. The age distribution was concentrated in the economically active population, with respondents aged 26–35 forming the largest group (42%), followed by those aged 36–45 (28%), highlighting the importance of motorcycles as primary transportation for working-age adults.

Younger riders aged 15–25 accounted for 18% of the sample, while respondents aged 46 and above comprised 12%, suggesting lower reliance on motorcycles among older age groups. Monthly income levels were evenly split, with 50% of respondents earning below 30,000 THB and 50% earning 30,000 THB or more, capturing both lower- and middle-income segments of the market. This balanced income distribution supports the study's examination of price sensitivity alongside functional and service-related considerations across different economic strata.

Table 1 Demographic Profile of Respondents (N=342)

Characteristic	Category	Number	Percentage
Gender	Male	232	68%
	Female	110	32%
Age Group	15-25 years	62	18%
	26-35 years	144	42%

[420]



	36-45 years	96	28%
	46+ years	40	12%
Income/Month	<30,000 THB	171	50%
	≥30,000 THB	171	50%

(Source: Own Survey Data)

5.2 Testing Hypothesis 1: Reliability vs. Price Importance

H1: Perceived reliability and durability will positively predict brand loyalty, with stronger effects than price considerations.

Table 2 Comparison of Reliability vs. Price Importance

Factor	Average Importance (1-5 scale)	Percentage Rating as "Very Important"	Relationship with Brand Loyalty*
Reliability & Durability	4.45	72%	Strong positive
Price	3.89	48%	Moderate positive

* Based on cross-tabulation: 85% of those rating reliability as "Very Important" also reported being "Very Likely" to repurchase, compared to 60% for price. (Source: Own Survey Data)

Additional empirical support for H1 emerges from both structured and open-ended survey responses, reinforcing the importance of reliability in shaping brand trust and loyalty. When respondents were asked to identify factors influencing their trust in a motorcycle brand, 68% explicitly referenced reliability-related considerations, substantially outweighing price concerns. This pattern was further corroborated in open-ended responses, where reliability was cited approximately three times more frequently than price as a reason for brand preference. These qualitative indicators complement the quantitative findings by demonstrating that reliability is not only highly rated when prompted but also linked with consumers' cognitive evaluations of motorcycle brands.

The strength of reliability as a loyalty driver becomes even more pronounced among highly loyal consumers. Among respondents who indicated they were "very likely" to repurchase the same brand, 90% rated reliability as "very important," compared to only 55% who assigned the same level of importance to price. Taken together with the mean importance ratings—reliability ($M = 4.45$) versus price ($M = 3.89$)—these results provide good evidence that reliability exerts a substantially stronger influence on brand loyalty than price considerations. Accordingly, H1 is strongly supported, confirming that functional performance considerations dominate cost-related factors in the formation of motorcycle brand loyalty in the Thai market.

5.3 Testing Hypothesis 2: After-Sales Service Contribution

H2: After-sales service quality will significantly contribute to brand loyalty beyond initial purchase factors.

Table 3 After-Sales Service Importance and Brand Loyalty

After-Sales Rating	Percentage of Sample	Brand Loyalty ("Very Likely" to Repurchase)
Very Important (5)	65%	70%
Important (4)	25%	45%
Neutral or Below (1-3)	10%	15%

(Source: Own Survey Data)



Qualitative responses provide strong supplementary support for H2 by illustrating how after-sales service functions as a critical mechanism sustaining brand loyalty. Open-ended comments frequently emphasized service quality, dealer support, and spare parts availability as decisive factors in maintaining brand commitment. Representative responses include statements such as “Good service keeps me loyal to Honda” (Respondent #45), “I switched brands because of poor after-sales support” (Respondent #127), and “Easy access to spare parts is why I stay with Yamaha” (Respondent #89). These narratives underscore that loyalty is not driven solely by initial product performance, but is continually reinforced through post-purchase service experiences.

Cross-analysis further highlights the compensatory role of after-sales service in preserving brand loyalty. Among consumers who reported dissatisfaction with their motorcycle’s performance yet remained loyal to the brand, 80% attributed their continued commitment to the quality of after-sales support. This finding suggests that effective service provision can mitigate negative product experiences and prevent brand switching. Consistent with its high mean importance rating ($M = 4.28$), after-sales service emerges as the second most influential determinant of brand loyalty and demonstrates a strong positive relationship with customer retention. Taken together, these results provide robust support for H2, confirming the strategic importance of service infrastructure in Thailand’s motorcycle market.

5.4 Testing Hypothesis 3: Social Influence vs. Product Attributes

H3: *Social influence from family and friends will show weaker predictive power for brand loyalty compared to product attribute evaluations.*

Table 4 Social Influence Compared to Product Attributes

Factor	Average Importance	Strong/ Very Strong Influence	Correlation with Brand Loyalty*
Reliability	4.45	72%	High
After-Sales	4.28	65%	High
Social Influence	2.94	35%	Low

*Based on cross-tabulation analysis

Table 5 When Social Influence Matters Most

Scenario	Percentage of Cases	Brand Loyalty Outcome
Social influence primary reason	15%	Mixed loyalty
Product attributes primary reason	70%	High loyalty
Both factors important	15%	Moderate loyalty

(Source: Survey Data)

Additional analysis further clarifies the limited role of social influence in predicting motorcycle brand loyalty relative to core product attributes. Among respondents who reported “very strong” social influence but rated reliability as “unimportant,” only 25% exhibited high brand loyalty. In contrast, among consumers who reported no social influence yet rated reliability as “very important,” 80% demonstrated high brand loyalty. This stark divergence indicates that social influence alone is insufficient to sustain loyalty in the absence of strong product evaluations. Consistent with its relatively low mean importance score ($M = 2.94$) and the fact that strong social influence was reported in only 35% of cases, these findings confirm that social factors play a secondary role to functional attributes in shaping brand loyalty. Accordingly, H3 is supported, reinforcing the conclusion that product performance considerations outweigh social pressures in high-involvement motorcycle purchase decisions.



5.5 Integrated Findings: All Hypotheses Together

The three hypotheses were designed to examine motorcycle brand loyalty in Thailand from complementary analytical angles, reflecting the multidimensional nature of consumer decision-making identified in the literature. Specifically, H1 focuses on the relative importance of core functional attributes, H2 extends this evaluation to post-purchase service factors, and H3 assesses the comparative role of social influence alongside product-based considerations. Integrating these hypotheses allows for a holistic assessment of how pre-purchase evaluation, ownership experience, and external social cues interact to shape brand loyalty. By synthesizing the results across all three tests, this section moves beyond isolated hypothesis evaluation to establish an overall hierarchy of decision factors, enabling a more comprehensive interpretation of motorcycle brand choice behavior within the study's descriptive and comparative research design, as summarized in Table 6.

Table 6 Summary of Hypothesis Testing Results

Hypothesis	Prediction	Finding	Support Level
H1	Reliability > Price for loyalty	Reliability: 4.45 vs Price: 3.89	Strongly Supported
H2	After-sales significantly contributes	Ranked 2 nd most important	Strongly Supported
H3	Social influence < Product attributes	Social: 2.94 vs Product avg: 4.05	Strongly Supported

H1 is supported, as the finding that reliability outweighs price considerations is consistent with existing literature that conceptualizes motorcycles as durable goods requiring sustained performance over time. Rather than treating motorcycles as short-term or disposable purchases, Thai consumers appear to evaluate them as long-term investments that must be dependable and functional in daily usage conditions. This perspective helps explain why reliability commands a substantially higher importance rating than price and why consumers demonstrate a willingness to accept higher upfront costs in exchange for reduced risk, lower long-term maintenance uncertainty, and greater ownership confidence. The result reinforces expectancy-value and brand equity frameworks, which emphasize perceived quality as a foundational driver of loyalty in high-involvement consumption contexts.

H2 is also supported, with after-sales service emerging as a critical mechanism for retaining customers beyond the point of initial purchase. The results indicate that brand loyalty is not solely a function of product satisfaction at the time of sale, but is continuously shaped by the quality of post-purchase interactions, including service accessibility, spare parts availability, and dealer responsiveness. In the Thai context, manufacturers with extensive and reliable service networks—such as Honda's nationwide dealership system—benefit from disproportionate loyalty advantages. This finding extends prior research by demonstrating that after-sales service can compensate for product-related dissatisfaction, thereby functioning as a stabilizing force in long-term brand relationships.

H3 is likewise supported, as the relatively weak effect of social influence suggests that motorcycle purchase decisions involve substantial individual evaluation rather than conformity-driven behavior. Given the technical complexity of motorcycles and the personal risk associated with riding, consumers appear to prioritize firsthand experience, performance assessments, and practical considerations over peer opinions. Social networks may still play an important informational role, particularly in the early stages of information search and awareness, but they exert limited persuasive power in determining final brand loyalty. This pattern aligns with theories of high-involvement decision-making, where consumers engage in systematic processing and rely more heavily on objective attribute evaluation than on social cues.



6. Conclusion

This study set out to examine the key factors shaping motorcycle brand choice and brand loyalty in Thailand by integrating insights from consumer behavior theory with empirical evidence drawn from a nationwide survey. Consistent with brand equity and perceived value frameworks (Aaker, 1991; Keller, 1993), the findings demonstrate that perceived reliability and durability constitute the foundation of brand loyalty in the Thai motorcycle market. Rather than functioning as low-involvement or price-driven purchases, motorcycles are evaluated as durable goods that require long-term performance assurance. This aligns with prior research in Southeast Asia emphasizing the centrality of functional quality and usage reliability in high-frequency transportation contexts (Riangwaranon, 2019; Mathawikul & Darawong, 2023).

The study also extends existing literature by highlighting the critical role of after-sales service as a dynamic and ongoing contributor to brand loyalty. While previous studies have identified service quality as an important antecedent of satisfaction, the present findings demonstrate that after-sales service can actively compensate for product-related dissatisfaction and sustain loyalty over time. This supports relationship marketing perspectives and service-dominant logic, which view value as co-created throughout the ownership experience rather than at the point of purchase. In the Thai context, manufacturers with extensive service networks and spare parts availability—such as those identified in earlier studies of dominant market players—benefit from structurally reinforced loyalty advantages.

In contrast, the relatively weak influence of social and family factors observed in this study refines earlier mixed findings regarding peer effects in vehicle purchase decisions. Consistent with theories of high-involvement and risk-sensitive consumption, motorcycle buyers appear to rely more heavily on personal experience, technical evaluation, and objective attribute assessment than on social persuasion. Social networks appear to function primarily as informational channels rather than as normative pressures shaping loyalty outcomes. Finally, the study's findings on electric motorcycle adoption reinforce prior research identifying perceived risk, battery limitations, and trust deficits as major barriers in emerging markets, suggesting that technological transitions will require not only financial incentives but also credibility, service support, and long-term ownership assurances.

Taken together, these findings contribute to a more integrated understanding of motorcycle consumer behavior in emerging economies by linking functional value, service infrastructure, and decision-making processes within a unified analytical framework. By situating empirical results within established theoretical perspectives, this study advances the literature on durable goods consumption and provides actionable insights for manufacturers and policymakers seeking to strengthen brand loyalty and support sustainable mobility transitions in Thailand.

Despite its contributions, this study has several limitations. The cross-sectional design limits causal inference, and reliance on self-reported data may introduce response bias. Additionally, although the sample was geographically diverse, rural and informal-market consumers may be underrepresented.

Future studies could incorporate behavioral purchase data, experimental methods, or comparative analyses across Southeast Asian markets to further validate and extend the findings. Addressing these limitations would strengthen understanding of motorcycle consumer behavior in emerging economies and enhance the robustness of the findings.

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