Studying on Factors Affecting Customer Loyalty in Motor Bicycle Market in Sri Lanka

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Increasing number of motorcycle brand in circulation led to a very tight competition in the motorcycle market, particularly in the type of motorcycle. This makes the consumer faced with various choices of brands, so the motorcycle manufacturers need to know the tastes and desires of consumers to create and sell a motorcycle can be favored by consumers. The purpose of this study was to determine which factors basically affect for customer loyalty in two wheelers industry in Sri Lanka.

The survey was conducted during November 2016 among the people in Colombo district using questionnaire to gather primary data. The Sample size of this survey is 100 respondents form the selected areas of Colombo district who are entitle to the age limit of 18 – over 60 and who use or has motor bicycles in Colombo Districts.. Descriptive and inferential statistical methods such as mean, standard deviation and correlation were used to analyze the data. Analyses were done using the SPSS for Windows (Version 23) software and MS Excel.

The hypotheses which were tested based on the Price, Features, Performance, and Brand image and after sale services and all these hypotheses were accepted. Therefore it can be concluded that all those these factors influence on customer satisfaction and loyalty on two wheeler's market in Sri Lanka

Keywords: - Customer Loyalty, Two Wheeler Industry