

**MOTIVATION AND PERCEPTION TOWARDS THE
PURCHASING DECISIONS OF A BIG-BIKE**



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THE PURCHASING DECISIONS OF A BIG-BIKE**

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MOTIVATION AND PERCEPTION TOWARDS THE PURCHASING DECISIONS OF A BIG-BIKE

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ABSTRACT

Due to the significant amount of “Big-Bike” (larger than 500cc engine motorcycles) users that are growing in number every day in Bangkok, the Motorcycle industry needs to have a deeper understanding of consumer purchasing decisions. This research will discuss the motivations and perceptions surrounding buying a big bike in Bangkok in order to create relevant and powerful marketing strategies.

The objective of this research is to identify the factors, which influence consumer’s motivations and perceptions, to gain insight on the purchasing decisions of buying a Big-Bike in Bangkok and to further use this research to develop marketing strategies for motorcycle companies.

This research focuses on twelve big bike users; with motorcycle engines exceeding 500cc, within the Bangkok area. The data was collected through in-depth interviews. The questions were asked to the interviewee face-to-face and one-by-one and then each answer was clustered with each similar group of answers. The results and conclusions are from the interviewees’ answers; nineteen attributes formed three factors that motivated consumers to buy a big bike. Those three factors are: Intrinsic motivation, the fun and feeling of freedom; extrinsic motivation, that it creates a positive consumer image for the rider and can enhance their look; moreover, the product attributes which are the most important factors that influences consumers’ buying decisions. This factor consists of brands that are reliable, well known and have been established in the big bike or motorcycle market for a long time. Appearance and performance answers consumers’ needs at a different time. Lastly with the price, company should provide a large price range, many products and run promotions.

These were the motivations to buy a big bike that worked together with the consumer’s perception of making a buying decision that consists of convenience and promote a good community. The recommendations are that big bike companies should create a strong story to link with relevant activities and make strong success claims by using niche but powerful media. Moreover marketing should trigger consumer emotion showing the contentment of the freedom of riding, the fun and promoting a good community, added with the convenience of riding in the city.

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CHAPTER I

INTRODUCTION

1.1 Research Background

Nowadays, there is a major change in Thailand especially in consumption of the type of vehicle. As the population number is growing rapidly every day, the same as the amount of vehicles in the city, this also impacts the traffic problem in the big cities, for example, Bangkok city, which has a large population of residents and a large number of vehicles used.

To avoid the traffic problem in town, motorcycles are the most popular alternative vehicle that consumers are looking for to reach their destinations on time. According to the Global Status Report on Road Safety, WHO 2013(Figure 1), Thailand is one of the countries with the greatest number of motorcycles per 1,000 population. Four Asian countries (Vietnam, Malaysia, Indonesia, and Thailand) have more than one motorcycle for every four people.

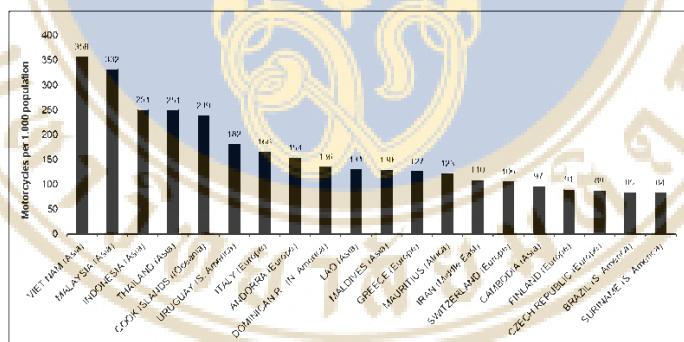


Figure 1.1 The 20 countries with greatest number of motorcycles per 1,000 populations (Global Status Report on Road Safety, WHO2013)

Due to consistent economic and industrial growth in Thailand and Asia, by 2014, Thailand automotive production capacity is expected to exceed 3 million vehicles each for automobile and motorcycles. There are automobile and motorcycle manufacturers from 3 continents. From Asia, the leading country in this industry is Japan; Kawasaki, Suzuki, Toyota, Nissan, Mazda, Mitsubishi, Yamaha, Isuzu, Honda

and Hino; From North America, the United States; General Motors and Ford; In Europe are BMW, Mercedes, Triumph and Volvo.

The production capacity of Thailand automotive industry in 2012 is 2.8 million motorcycles (Complete Knock Down or CKD).

By observing the motorcycles that are running in Bangkok city today, it's obvious that people in Bangkok are using more large sized motorcycles or 'Big-bikes' (refers to motorcycle engine exceeding 500 cc).

A report from the Thailand Board of Investment (BOI, July2014) shows that the motorcycle industry in Thailand has dropped when compared to 2013. In April 2014 a total of 131,147 motorcycles were sold, 22.41% lower than the 169,033 units sold in April 2013. On the other hand, big bikes with an engine size exceeding 500cc would continue to thrive this year, despite an overall fall in motorcycle and automotive sales (Bangkok Post, September 2014). The 'big bike' market in Thailand has been thriving with sales surging to 5,866 units over 8M13, up 46.7 percent over the 3,997 units sold in 8M12, reflecting good response from the market. As a result, the share of larger motorcycles in the domestic motorcycle market has now expanded over 3 percent, compared to 2 percent seen last year. Key factors supporting this include the fact that there are more buyers who are not affected by the rising cost of living, while there is an expanding buyer base because the prices of big bikes have declined substantially since international manufacturers from Japan, China and Europe increased their investments here last year. (KResearch, 9 September 2013)

Many Big bike foreign brands have now commenced manufacturing in Thailand. Italian motorcycle manufacturer Ducati already has set up a big-bike assembly plant in Thailand and German manufacturer BMW is another brand that is active in the Thai market.

The increasing number of big bike plants and sales shows that the large engine size motorcycle market is growing and with the large potential number of people buying and using the larger bikes, this will attract newcomers to compete in this industry

Furthermore, The BOI has promoted Large-Sized Motorcycle Manufacturing, by offering exemption of import duties on machinery, regardless of plant location, and corporate income tax exemption for projects with engine production.

According to the changing trends in consumer tastes of the Thailand market and changes in government tariff policies, building the motorcycle industry in Thailand generates more options in terms of brands, models, features and prices. Especially for the big-bikes whose engine exceeds more than 500cc and is one of the choices growing in popularity for consumers who are looking for a motorcycle with additional options and image.

There is no exactly agreement how to classify motorcycle types. It is up to personal understanding. Some may be classified by type; standard, sport, touring etc. (Figure 2) some may be classified by size of engine (cc); small (50-250 cc), medium (251-750 cc), large (751-1199 cc), and heavy (1200 cc or more) (Thailand BOI). But among motorcycle users, they agree that 'Big-bikes' are motorcycles with an engine that is larger than 500cc. Today, there are many big-bike modules that are available in the Thailand Market, such as for Kawasaki Ninja 650 (650 cc), Ducati Monster 796 (800cc), BMW s1000RR (1000cc) or KTM RC8 (1200cc).

The number of new cars registered in July 2014 from DLT Thailand shows that the brand Ducati from Italy is producing over 500 motorcycles per month and when regarding other brands in the market, surprisingly the number is also growing continuously. Thus, we can say that the big-bike industry is a booming market.

Based on the explanation above, this research is interested in conducting an analysis of two-wheel riders in the Bangkok area, regarding their motivation to purchase a big-bike or motorcycle engine larger than 500cc and their perceptions of big-bikes. Some motivational factors, which influence the purchasing decision process of buying a big-bike, need to be determined in order to help motorcycle companies create the best marketing plan for the Thailand market.

CHAPTER II

LITERATURE REVIEW

In this part will consist of the definition, theories and existing research regarding the motivations and perceptions, which lead to consumer purchasing behavior.

2.1 Big-Bike

There is no exactly agreement how to classify motorcycle types. It is up to personal understanding. Some may be classified by type; standard, sport, touring etc. (Figure 2) some may be classified by size of engine (cc); small (50-250 cc), medium (251-750 cc), large (751-1199 cc), and heavy (1200 cc or more) (Thailand BOI). Among Big-Bike users in Bangkok, they agree that 'Big-bikes' are motorcycles with an engine that is larger than 500cc.



Figure 2.1: Type of motorcycle (www.ebay.com)

2.1.1 Big-Bikes in Thailand

Today, there are many big-bike brand modules that are available in Thailand Market, such as, Ducati, Triumph, KTM, MV Agusta, BMW, Yamaha, Kawasaki, Suzuki, and Honda Bigwing; (Table 1). Famous Big-Bike module in Thailand such as Kawasaki Ninja 650 (650 cc), Ducati Monster 796 (800cc), BMW s1000RR (1000cc) or KTM RC8 (1200cc).

Table1.1 Register number of new motorcycle register in Aug2014 from DLT Thailand

Brand	Engine Size			
	Engine less than 100 cc	Engine 101 to 125 cc	Engine 126 to 150 cc	Engine exceed 151 cc
BENELLI	-	-	-	4
BMW	-	-	-	31
DUCATI	1	-	-	349
HARLEY DAVIDSON	-	-	-	18
HONDA	4	21,230	1,996	605
KAWASAKI	-	531	39	450
KEEWAY	-	-	-	29
KTM	-	-	-	41
LIFAN	1	11	7	15
LML	-	-	2	1
PLATINUM	-	4	8	20
SUZUKI	-	415	42	44
TRIUMPH	-	-	-	19
VESPA	-	82	2	169
YAMAHA	-	4,130	785	74

2.2 Purchasing Decision Process

Kotler (1996:162) cited that the buyer decision process passes through five stages that are: need recognition, information search, evaluation of alternatives, purchase decision and post purchase behavior (figure 3).

Problem/Need-recognition is the first and most important step in the buying decision. Without the recognition of the need, a purchase cannot take place. The need can be triggered by internal stimuli (e.g. hunger, thirst) or external stimuli (e.g. advertising).

Information search, after consumers have recognized that they have a need, the next stage of the buyer decision process begins. The information search involves identifying the various ways the need or problem can be satisfied. The information search may be internal or external.

Next step is *evaluation of alternatives*, Kotler, P., Keller, K.L., Koshy, A. and Jha, M. (2009) states that at this stage, consumers evaluate different products/brands on the basis of varying product attributes, and whether these can deliver the benefits that the customers are seeking. After passing through that step, it is time to make a *purchase decision* that matches our needs/wants most. The last step is post-purchase behavior, Blythe, Jim (2008) cites these stages are critical to retain customers. In short, customers compare products with their expectations and are either satisfied or dissatisfied. This can then greatly affect the decision process for a similar purchase from the same company in the future. Adding by Foxall, Gordon.R., (2005), companies should carefully create positive post-purchase communication to engage the customers.

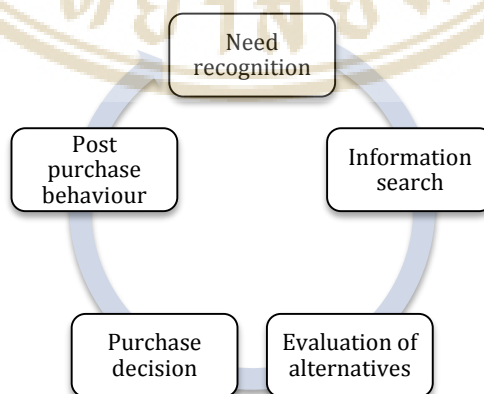


Figure 3.1 Buyer decision process

2.3 Motivation

Motivation is one of the psychological factors that influence consumer to make a purchasing decision. The term motivation refers to factors that activate, direct, and sustain goal-directed behavior. Motives are the "whys" of behavior - the needs or wants that drive behavior and explain what we do."(Nevid, 2013)

Solomon (2011:334) defines that motivation refers to the processes that leads people to behave as they do.

According to research on the consumer's psychological decision-making process of hybrid vehicles in US and Europe shows that the motivations can be categorized as intrinsic and extrinsic.

Intrinsic motivation (Internal) is related to the energy, direction, result on all aspects of activity and intention. Zuckerman et al. (1978) defined intrinsic motivation as some ones requirement to feel interest and self-determination. Thus activity done based on intrinsic motivation is a matter done by an individual voluntarily. Therefore when someone motivated intrinsically, will feel the ease and also the satisfaction of its choice (Ryan et al., 1991). The web study SMC conducted in 2010 result shows that 48% of riders ride a motorcycle because it is fun and 30% because it gives them a sense of freedom. A conclusion is, is that riding a motorcycle simply makes people feel good.

On the other hand, *extrinsic motivation (External)*, centers on consumers purchasing products that enhance their own popularity and image. (Janssons, Marrell, and Nordlund, 2009).

2.4 Perception

Perception is the process by which people select, organize and interpret information to form a meaningful picture of the world. Though a motivated person is ready to act, the people with more motivation may act differently. It is because of the fact that the individuals receive, organize and interpret the sensory information in an individual way.

Perception is a cognitive process influencing all our responses to information around us. Each time we come across new information, whether it is

advertising, a newspaper article or another person, process of selection, the organization and interpretation of stimuli happens in our mind (Hybels - Weaver, 2003).

Solomon (2011:328), perception is the process by which people select, organize, and interpret sensation. Sensation refers to the immediate response of our sensory receptors (eyes, ears, nose, mouth, fingers) to basic stimuli such as light, color, sound, odor, and texture.

Solomon also says that perception has a three stage process that translates raw stimuli:

1. Exposure: occurs when a stimulus comes within the range of someone's sensory receptors.
2. Attention: refers to the extent to which processing activity is devoted to a particular stimulus.
3. Interpretation: refers to the meanings we assign to sensory stimuli.

The study of perception has had a positive influence on the consumer buying decision towards the Kawasaki Ninja Motorcycle in Manado. (Reynaldo Lomboan, D.P.E. Saerang, S.S. Pangemanan, 2013). This research has the same result taken by Jakstien, et al. (2008), which stated that perception is one of the important factors that can affect the consumers' decision to purchase. Customer's Perception is something that the customer has thought about the product or services. It includes the competitive advantages, which are the advantage that this company can do well and offer the customer features where the other cannot.

In addition, the study on consumer perceptions towards the purchasing decision of two-wheel motorcycles in India also shows that factors influencing these purchasing decisions are the different motivating factors which influence the consumer; these consumers are strongly motivated by economic, technological, and social benefits.

CHAPTER III

RESEARCH METHODOLOGY

3.1 Research Objectives

1. To gain insight about reason-to-buy Big-Bike motorcycle in Bangkok.
2. To identify the factors which are influence consumer's motivation on purchasing decision of Big-Bike in Bangkok
3. To find out the consumer's perception on purchasing decision of Big-Bike in Bangkok
4. To develop marketing strategy for Big bike company in Thailand.

3.2 Research method

This study identified the influences factors of motivation and perception on purchasing decision among Big-Bike riders in Bangkok. These outcomes include the insight of the Big-Bike consumer. Primary data and secondary data are collected to determine and answer the objective the research.

Primary Data Collections

The primary data collected from qualitative research. The respondents were asked several questions to understand and enhance their insight regarding on their motivations and perception on buying Big-Bike. The process conducted by face-to-face in-depth interview with open-end questions to make respondents relax and feel free to answer in order to get insight information and thoughts.

The interview was record with the recording devices to grasp all the ideas and comments that interviewee answer. The interviewer also took note to be the helping tools to remind the important issues from interviewee's response. Moreover, to write down interviewee's expression and action while conducting the in-depth interview to support their feeling of what they are saying.

Interviewee's dialogues were interpreted and analyzed the data, which is mentioned in the same direction. Then grouping data and defines the factors.

Interview → Interpret Data → Analyze Data → Grouping Data → Define Factors

Secondary Data Collections

In this research, the secondary data is the data from the study of journals and literature from library and Internet. The secondary data focused on the consumer's motivation and perception factors that influencing purchasing decision of Big-bike or motorcycle. These secondary data were used in the background, literature review, research method, analysis and discussions.

3.3 Data Collection

The study conducted big bike users who own motorcycle engine exceeding 500 cc in Bangkok area. Each respondent was interview one-by-one with face-to face and the interview will take time about 15 minutes.

Samples size: 12 respondents in Bangkok

Period of data collection: during the month of Oct- Nov 2014

These respondents have knowledge and experience toward purchasing decision of the products. Therefore, respondents are able to identify the influence factor that motivate them to buy Big-Bike.

3.4 Interview Question Guidelines

I want to thank you for taking the time to meet with me today. My name is **Varatta Vajrathon**, master degree student in Marketing and Management department, College of Management, Mahidol University. I would like to talk to you about your motivation and perception toward purchasing decision of Big-Bike. This project is a part of final thematic paper project. This project purpose to capture the motivation and perception of big-bike rider in order to useful and able to develop for Big-Bike industry for the future

The interview should take less than an hour. I will be recording and taking some notes during the session. All responses will be kept confidential and use only for academic purpose. I ensure that any information that include in the report will not identify you as the respondent. Remember, you don't have to talk about anything you don't want to and you may end the interview at any time.

Interview Questions

1. Please introduce yourself.
2. Please describe Big-Bike that you ride?
3. Beside Big-Bike, do you have others vehicles at your house? Please describe.
4. Can you explain the reasons why are you interest to buy Big-Bike?
5. Can you explain the reasons that make you decide to purchase your Big-Bike?
6. What do you like in Big-Bike? Please describe
7. What are the key factors of when you decide to purchase one big bike?
Please explain
8. What do you think about Big-Bike riders today?
9. Can you describe your feeling when you are riding on Big-Bike?
10. Is there anything more your would like to add about this topic?

CHAPTER IV

RESERACH FINDINGS

In this section, the collected information will be analyze from the responses of Big-bike riders in Bangkok about their motivation and perception on purchasing decision of Big-bike. Data that used to interpret is based on answers from the interview questions.

Consumer's motivation and perception on purchasing decision of Big-Bike in Bangkok

Personal preference

“Not much reason for the buying decision, it’s just a personal preference”

(interviewee2)

“ Actually it personnel preference”(interviewee7)

“The factors for choosing bike, first is from personnel preference” (interviewee8)

Childhood dream

“I like big bike since I was a kid” (interviewee3)

“It is my childhood dream. I want to ride a bike when I was a kid” (interviewee11)

Freedom

“I think it’s a sign of freedom “(interviewee7)

“I feel free when I’m on the bike” (interviewee8)

“I think riders have one thing in common that they like speed, fascinate to ride, love to travel. It like buying freedom”(interviewee6)

“It is Freedom” (interviewee2)

“ I feel like riding on the bike is a freedom” (interviewee 11)

Relax

“I feel less stress”(interviewee7)

“It makes me feel relief, forget about my stress and focus on my ride”(interviewee2)

“When I am on the bike, I have to forget and concentrate with the route in front. The brain will shut down for a moment”(interviewee8)

Fun

“I can fulfill my passion with speed though adrenaline and my body and everything”(interviewee7)

“Every time I’m on the bike. And it’s kind of excited because it is different from driving a car” (interviewee1)

“Fun and feel like the adrenaline is running when I ride fast”(interviewee5)

Performance

“Something that have high performance, better brake, better control and more safe”(interviewee6)

“When I want to go with the speed and the track, I’ll use BMW s1000RR”(interviewee1)

“When I start to ride far away to upcountry such as Chiang Mai and Chiang Rai. The performance of the engine is not enough, so I end up with Ducati Multistrada Pike Peak engine 1200cc” (interviewee3)

“The passion of speed that the first thought why I decide to buy the bike”(interviewee7)

“First thing is the performance which serve the need at the moment”(interviewee10)

“I want to upgrade my bike to have more performance.”(interviewee12)

Function

“I want the other bike that can make me for the longer distance like this one, KTM which is the touring bike”(interviewee1)

“ I want big size bike to travel long distance” (interviewee4)

“I want to travel for a long trip. I have to find adventure or touring bike”
(interviewee8)

Appearance

“I love the design” (interviewee5)

“I like its design”(interviewee6)

“I like its design of Kawasaki”(interviewee2)

“Following with design, which is original (interviewee9)

““The design that is not the same, a *collectable items*”(interviewee8)

“I loved their appearance” (interviewee12)

Comfortable

“I bought this bike because the riding position. It is comfortable” (interviewee6)

“I move down to lower performance that has smooth and comfortable ride”(interviewee3)

Media

“I have motivation from the movie name “Tron legacy” It is a movie about the motorcycle game. Main actor ride sport motorcycle. I watched the movie and then I like it. The bike is very handsome, cool” (interviewee6)

“I have watched the movies “tron legacy” The main actor rides the motorcycle. After that I feel I want that bike” (interviewee 8)

“ I search information from the internet and going to showroom”(interviewee 4)

“I search for the design that I like from the internet” (interviewee 6)

“Personally, I am not choosing the bike by walking to showroom. I probably search on Internet looking for feedback in the club that is on internet.(interviewee9)

Convenience

“ We don't have to worry about the parking” (interviewee6)

“ It help me to go to some place that car can't bring me there”(interviewee1)

“And riding to everywhere with no traffic jam”(interviewee5)

“ We can avoid traffic and reach to another destination in shorter period”
(interviewee6)

“I bought big bike is because the Bangkok Traffic”(interviewee1)

““It can take me wherever I want to go”(interviewee8)

Friends

“Only see from my friends with and affordable price. (interviewee4)

“I have seen and talk to him and got idea; knowing what is good or bad, so I decide to buy it”(interviewee8)

“I was in Ducati community at that time so I kind of interest more on Ducati brand (interviewee 12)

Personnel Image

“First it’s about the look. I want to look cool” (interviewee8)

“It makes me look good when riding on it” (interviewee5)

“It looks cool when riding on it especially it is going well with my costume”(interviewee6)

“Big bike is kind of the asset and social status and accessories that represent who are you in the society. (interviewee1)

“I think riding on Ducati make me look good (interviewee12)”

Uniqueness

“It is a limited edition so I was pretty keen to getting this bike” (interviewee7)

“It gives you the unique factor about the sound of engine” (interviewee9)

Buyer’s character and lifestyle

“It also about the character of myself so character of buyers. Type of person I am. I like speed” (interviewee7)

Some only ride for a fashion; only have money and buy”(interviewee3)

“I think today. It becomes a fashion statement” (interviewee10)

Good community

“We look at big bike rider as a friends.” (interviewee 2)

“I start to knowing people. Start to make friend and get connections. So I think big bike give me a lot” (interviewee8)

“I’ve fascinated to make a lot of big friends riding big bike” (interviewee7)

“No matter what is your social status, everyone is friend when you are on the bike”(interviewee6)

“Another significant issue is big bike brought me to meet good people in many club and society”(interviewee4)

“I like Big-Bike society”(interviewee5)

“I like the activities and social society” (interviewee1)

Hobbies

“It’s not everyday use. It’s like a weekend things for me” (interviewee10)

“Some of them use like for their toys for holiday ride, week-end ride”(interviewee1)

“I have car for weather condition but for big bike, I use for travel in weekend”(interviewee3)

Price

“The price is not too high” (interviewee2)

“It comes with reasonable price.”(interviewee7)

“And when we compare with supercar, absolutely we can’t effort for it. But for big bike, It is like we can reach supercar in term of motorcycle part”(interviewee4)

“I bought BMW because the price is cheaper when compare to others brand with the same performance (Interviewee1)

“I chose between Ducati and KTM. I want to buy Ducati but KTM give me a promotion. Discount on price so KTM is cheaper and when I look at its function it is more off-road bike than Ducati so I decided to buy KTM ”(Interviewee1)

Brand

“ At first I have 2 brands in my mind which is Suzuki and Kawasaki that is a popular brand for Japan Big bike”(interviewee4)

“I love the Brand” (interviewee5)

“The name itself. It legendary name the Harley Davidson is in the market for so long”(interviewee7)

“My first bike Ducati, I just want big bike so I walk to Ducati showroom because with I thought about big bike, one brand come to my mind is Ducati” (Interviewee1)

“I feel like if I use Europe brand, it is better than riding on Japan brand although the performance of Japan brand is higher.”(Interviewee11)

“I think riding on Ducati make me look good (Interviewee12)

“ I want Ducati because I love the brand (Interviewee6)

Table 2.1 Interviewee Response Data Analysis

Attribute	Interviewee												
	1	2	3	4	5	6	7	8	9	10	11	12	Total
1. Personal Preference		/					/	/					3
2. Childhood Dream			/					/			/		3
3. Feel Freedom		/				/	/	/			/		5
4. Relax				/			/	/					3
5. Fun	/				/		/					/	4
6. Performance	/		/			/	/			/		/	6
7. Function	/			/				/		/			4
8.Appearance		/			/	/	/	/		/		/	7
9. Friends				/				/	/			/	4
10. Brand	/			/	/	/	/				/	/	7
11.Price	/	/		/			/				/	/	6
12.Comfortable			/			/						/	3
13.Convenience	/			/	/	/		/					5
14.Uniqueness						/	/		/				3
15.Media				/		/		/	/				4
16.Image/look	/				/	/		/			/	/	6
17.Trend & Fashion			/							/			2
18.Good community	/	/		/	/	/	/	/					7
19. Hobbies	/		/							/			3

CHAPTER V

DISCUSSION & SUGGESTION

There are many attributes that can influence the purchasing decision of Big-Bike rider. From this research, the result came out that there are 19 attributes that influences consumers to buy a big bike which are:

1. Personal Preference
2. Childhood Dream
3. The Feeling of Freedom
4. Relaxation
5. Fun
6. Performance
7. Functionality
8. Appearance
9. Friends
10. Brand awareness
11. Price
12. Comfort
13. Convenience
14. Uniqueness
15. Media
16. Image/look
17. Trend & Fashion
18. Promote a good community
19. Hobbies

The most mentioned attributes in the interview are Brand & Appearance & Promote a Good Community. These gain the highest score, following with “Performance, Price and Image/Look”, then “The Feeling of Freedom & Convenience” and lastly with “Fun” factors.

The motivations towards purchasing a big bike can be separated into 3 factors; Intrinsic, extrinsic and the product attributes factor.

With intrinsic motivations, a factor that comes from Big-bike riders themselves, the Intrinsic or *internal* motivation is related to the energy, direction, result on all aspects of activity and intention. Zuckerman et al. (1978) defined intrinsic motivation as some ones requirement to feel interested and self-determined.

Many riders will buy bikes from their personal preference and/or match the purchase with their lifestyle. Many riders have the motivation to buy because of their love to ride. Many riders have passion for the bike, the feeling of freedom and fun when they are riding their bike. Many riders ride a big bike to indulge themselves. Many riders think a bike can relieve their stress, that riding can make them feel relaxed and also have fun at the same time. For many riders feel a perceived freedom when they are riding on motorcycles. This research is supported by a web study from SMC conducted in 2010, which states that the results show that people ride motorcycles because they are fun and because they give a sense of freedom. A conclusion is, is that riding a motorcycle simply makes people feel good.

Furthermore, extrinsic motivation or *external* factors have been mentioned in consumer responses as well. Extrinsic motivation (External) motivation, centers on consumers purchasing products to enhance their own popularity and image. (Janssons, Marrell, and Nordlund, 2009). Big bike consumers think that buying big bike will enhance their look and represent their social status. They will buy brand and design that makes them look good in their respective society.

The Intrinsic and extrinsic motivation is like a first trigger to make consumers interested in the product. However, the most significant factor that influences consumer buying decisions is the product attributes.

The product attributes in this research consist of brand, appearance, performance and price. Start with Brand, the result shows that consumers will search and be influenced by the brands that are reliable, well known and well established in the big bike or motorcycle market for a long time. Consumers will be interested in the bikes that are from well-known brands and choose the brand that they believe that is most famous and will make them especially good when they are riding on that brand of bike.

Thus, Big-bike Companies have to concern themselves about the uniqueness of the bike and strengthen that uniqueness to make their brand different from others.

Following with the bike's appearance, the bikes design is the most important factor, equal with the brand awareness that attracts big-bike consumers. Big bike consumers think that buying a big bike will enhance their look and represent their social status. They will buy based on brand and a design that make them look especially good in society. This finding is related to the study of the factors of the products' attributes to consumer buying behaviors of motorcycles in Manado and the said factors that drive consumers to buy a larger engine motorcycle. Those factors are product, quality, trust, value, design, and usage.

Another factor is the bike's performance. Performance includes the engine's power and speed. Consumers want bikes where performance answers their needs at the moment that they need it, for example, if they want to ride on a racing track then the consumer will consider a sport bike more so, in order to get higher engine power and speed. In contrast, to travel for a long distance, they will look for a more comfortable bike with high engine power so they will be more inclined to buy a touring bike.

Pricing also plays an important role in the consumers' buying decision. Consumers will consider the price with other factors such as product performance, appearance or function. If they think it is valuable, they will purchase it.

For perception on buying a big bike, is the same as the result assessed by Jakstien, et al. (2008) whose research states that a customer's perception is something that the customer has thought about the product or services.

An important perception is convenience. Most of the riders stated that they are buying a big bike because they want to avoid traffic jams in Bangkok, where they can find parking with greater ease and they can go wherever they want to go. However, buying a big bike is definitely not only for convenience, similar to buying a normal motorcycle.

Plus, consumers perceive that big bikes promote a good community. They agree that bikers have a good relationship with each other in the group. The community brings them good friendship and connections.

The recommendations for big bike companies in Thailand, the company has to realize that the bikes that have a variety of product designs, functionality and

performance benefits, will greatly affect the trends and buying behaviors of the consumers. Mostly, big bike riders don't end with one bike. They will have many bikes to serve their needs and their lifestyle. Consumers will change to a new bike to get higher performance and to be suitable with their usage. They will start with low performance for a trial and then change. Therefore the design should not only be attractive and beautiful, consumers also look for a riding position that is comfortable.

Price is a factor that consumers are concerned with when they purchase a bike because their needs for riding are changing every day. Consumer will look for a price that is reasonable for their budget; furthermore, they can resell with hopefully little loss and gain profit.

Therefore, the price should be variable. Companies must provide a diverse price range for their product and offer promotions. For promotional discounts, companies have to be wary they don't cannibalize the brand. Just give free items and provide choice for payment method, which would be enough.

Moreover, consumers will decide to buy using Internet and reviewing the companies' support information, with friends also being a strong influence, consumers will buy a bike to follow in the tracks of their gangs. The marketer should be aware of this and create a strong story and link this with the relevant activities, also make strong success claims by using niche but powerful media showing the contentment of the freedom of riding, the fun and promoting a good community, added with the convenience of riding in the city.

CHAPTER VI

CONCLUSION

The purchasing decision of buying a big bike and normal sized motorcycle has something in common, big bikes can fulfill consumers' passions. Consumers will buy a big bike because it creates the feeling of fun and freedom. It can relieve stress when they are riding motorcycles. However the key differentiation of the two is that big bikes are able to state rider's the social statuses, in which it creates that look for the rider. Moreover, consumers will choose the product from famous and well-known brands with a design that reflects and enhances their image and lifestyle with a performance that answers their need at the time. Although big bikes are perceived as a high-end product, the value and the price is also a factor that is significant within the consumer decision process.

Furthermore, the perception of big bikes as a product is important for the consumer purchasing decision. Consumers think that big bikes will bring convenience to their lives on the road. They don't have to face traffic if they use big bike, find parking a lot easier than by car and they can go wherever they would like. In addition, the big bike group and community is also influential towards creating a good perception on purchasing a big bike.

The influence of motivation and perception has a complete relationship with the consumer purchasing decision. Both have to work together to make the consumer decide to buy a big bike.

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APPENDIX A : Interviewee Profile

Interviewee 1: Professional Artist, age 32. BMWS1000 (1000cc), KTM adventure 1190 and Ducati Monster

Interviewee 2: Restaurant general manager. Age 31. , own Kawasaki Ninja 650 : 650 cc

Interviewee 3: Business Owner. Age 43 yr-old. . Ride Ducati Multistrada pike peak 1200cc

Interviewee 4: Engineer. Age 34. Ride BMW S1000R 1000cc HP4

Interviewee 5: State enterprises employee. Age 29 yr-old. Ride Ducati panigale1199R 1200 cc

Interviewee 6: Dermatology doctor. Age 36. Ducati diavel 1200 cc and Ducati GT 1000 1000cc

Interviewee 7: Business man. Age 27. BMW sport bike HP4 1000cc and Harley Davidson48 1200cc

Interviewee 8: Director of Online advertising agency. Age 35 Harley davidson softtail cross bones 1500 cc, Ducati sport classic and Triumph Tiger.

Interviewee 9: Paron na takurtung. Age 35 yr-old. An architect. Ride Ducati sport 1000s engine 1000cc 2006. And I have Ducati 999R year 2006 as well.

Interviewee 10: Business Owner, Age 32 yr-old. Ducati Diavel 1200cc

Interviewee 11: Photographer, Age 23, Ducati Monster 800cc

Interviewee 12: Yor, construction engineer, 29 year-old. Ducati Street fighter 850cc

APPENDIX B : Interview Transcription

Interviewee 1

Interviewer: Please introduce yourself.

Interviewee: Kwang Sirisil Artist age 32

Interviewer: Please describe Big-Bike that you ride?

Interviewee: I have 2 bikes. First one is BMW S1000 and others is KTM adventure 1190

Interviewer: Beside Big-Bike, do you have others vehicles at your house?

Interviewee: I have another car "lotus Elise"

Interviewer: Can you explain the reasons why are you interest to buy Big-Bike?

Interviewee: The first reason I bought big bike is because the Bangkok Traffic. And then after that reasons became I like the activities and social society.

Interviewer: Please explain more about activities and society that you talk about?

Interviewee: People, the group ride and the place that we can go normally that the car can't take me there but bike can take me there for example the coffee shop that there is no parking for the car, the bike can take you there. The others is the trip like a mountain. If you go by car, it's kind of pain; the curve, the small road the abandon road. It's not suit for the car.

Interviewer: To avoid Bangkok traffic. Why don't you buy normal

Interviewee: Big bike is kind of the asset and social status and accessories that represent who are you in the society.

Interviewer: Can you explain the reasons that make you decide to purchase your Big-Bike?

Interviewee: At first I got the naked bike the Ducati monster and then I've change to BMW S1000 RR. The reason is the monster has only 800cc with has a lot of limitations like the power, the speed, the feature; performance feature like the break. Everything id limit so I want more. So I decide to upgrade the bike to

Interviewee 1 (Cont.)

1000cc, which is BMW s1000 RR and the other on the KTM. After I got my BMW s1000RR, it is a sport bike. So when you want to travel for the long distance like 400 km. The sport bike is not suite for that kind of travel because the position you ride on it. I want the other bike that can make me for the longer distance like this one, KTM which is the touring bike so it's got everything I need. The more comfortable riding position, suspension system the brake and its capability of taking my stuff with me. This two bike have its own abilities. When I want to go with the speed and the track, I'll use BMW s1000RR. But when I want to go for the trip especially for the long trip, I'll use KTM.

Interviewer : Why do you choose to buy BMW?

Interviewee : I bought BMW because the price is cheaper when compare to others brand with the same performance .And for KTM I chose between Ducati and KTM. I want to buy Ducati Multistrada but KTM give me a promotion. Discount on price so KTM is cheaper and when I look at its function it is more off-road bike than Ducati so I decided to buy KTM instead but if no promotion I think I would go for Ducati for sure.

Interviewer: What do you think about Big-Bike riders today?

Interviewee : There are many kind of biker on the road. Some of them use them for fight with the traffic. Some of them use like for their toys for holiday ride, week-end ride. And I think they all have their reasons, different reasons. Only for the big bike they are different form "normal motorcycle" There perspective, their personality their lifestyle. Totally different

Interviewer: Can you describe your feeling when you are riding on Big-Bike?

Interviewee: It's like adventure for me. Every time I'm on the bike. And it's kind of excited because it is different from driving a car. The bike when you want to control the bike, you need to use your whole body to control it. It's not just use hands and sights. It's everything so it's kind of excited. It is fun to be on the bike.

Totally different

Interviewee 2

Interviewer: Please introduce yourself.

Interviewee: Name pum age 31 yrs.-old occupation: Restaurant general manager

Interviewer: What big bike do you ride?

Interviewee: Kawasaki Ninja 650: 650 cc

Interviewer: Beside Big-Bike, do you have others vehicles at your house?

Interviewee: Yamaha mio use for shopping

Interviewer: Why do you interest to buy Big-Bike?

Interviewee: The freedom of big bike, we can travel from place to place faster and convenience. We can control the time to reach our destination and going anywhere without concerning about the traffic and the beauty of its design.

Interviewer: What do you like in Big-Bike? Please describe

Interviewee: Big-Bike is able to bring me where the car cannot for route condition or else. And travel by big-bike far away across the provinces; it can create the feeling of freedom. We can sense and feel the atmosphere and environment around us more than car.

Interviewer: Can you explain the reasons that make you decide to purchase Kawasaki ninja?

Interviewee: Kawasaki ninja is a middle level of big bike. The price is not too high. At first I have 2 brands in my mind which is Suzuki and Kawasaki that is a popular brand for Japan Big bike. Personally, I like its design of Kawasaki and with the size of engine (cc), 650 cc., it is not too high and not too low. Not expensive the price is reasonable when compare with the performance. Not much reason for the buying decision, it's just a personal preference. No significant reasons to use. It's only I like to use it for travel and adventure.

Interviewer: What do you think about Big-Bike riders?

Interviewee: I think toward the group that I know. It is about 2-wheel lover that travel together and have the relationship with each other's, there create many connection among the big bike community, some may think big bike rider is cool. But for the rider, we look at big bike rider as a friend. Big bike make the rider know each other easier. If you ride normal motorcycle, when it park together, the riders don't talk to each other. In contrast, big bike rider, we will say hello to each other's.

Interviewee 2 (cont.)

Interviewer: Can you describe your feeling when you are riding on Big-Bike?

Interviewee: Freedom. It makes me feel relief, forget about my stress and focus on my ride.

Interviewer: What is your motivation to buy your next bikes?

Interviewee: The motivation to make me buy next big bike is a travel condition. I want to ride across the country with big bike. With my bike today's, it can't support for long distance. I want to travel and adventure.

Interviewee 3

Interviewer: Please introduce yourself.

Interviewee: Johnny liang. Age 43 yr-old. Business Owner

Interviewer: What do you ride?

Interviewee: Ducati Multistrada pike peak 1200cc

Interviewer: Beside Big-Bike, do you have others vehicles at your house? Please describe.

Interviewee: Chevloret Captiva and Scoopi I

Interviewer: Can you explain the reasons why are you interest to buy Big-Bike?

Interviewee : I like big bike since I was a kid. At that time it is a Harley Davidson. So when I grew up and have money I bought my first Harley Davidson. Diana roll.

Interviewer: Why you like Harley?

Interviewee: Harley is a dream of the gangster and teenager in 70's. In previous day, there is no sport bike as today so I ride my first sport bike is Honda rebel 250cc, which is very cool at that time. And then I got Harley. Riding for a while, I feel bored so I change to Ducati 1100s.

Interviewer: Can you explain the reasons that make you decide to purchase your Big-Bike?

Interviewee: Ducati S1100 got very high and rough performance so I can't ride it so I move down to lower performance that has smooth and comfortable ride then I decide to buy BMW S8000R. I used this BMW for riding about 300km around Bangkok. When I start to ride far away to upcountry such as Chiangmai and

Interviewee 3 (cont.)

chaingrai. The performance of the engine is not enough, so I end up with Ducati Multistrada pike peak engine 1200cc.

Interviewer: Can you describe your feeling when you are riding on Big-Bike?

Interviewee: It is fun. It feels so free and it is my life.

Interviewer: What do you think about Big-Bike riders today?

Interviewee: Biker today is quite lucky that can afford the big bike purchasing. In the old time, it is not easily to have big bike. Now bikers only have about 100,000 baht, it is possible to own big bike. Sometime, I feel that I don't like biker. Some ride with no manner. I want riders to know their bike more than this. Some only ride for a fashion; only have money and buy. For me, I ride bike for my whole life. I have car for weather condition but for big bike, I use for travel on weekend.

Interviewee 4

Interviewer: Please introduce yourself.

Interviewee: Jack Suradej. Age 34. Engineer

Interviewer: Please describe Big-Bike that you ride?

Interviewee: BMW S1000R 1000cc HP4

Interviewer: Beside Big-Bike, do you have others vehicles at your house? Please describe.

Interviewee: ford ranger

Interviewer: What do you like in Big-Bike?

Interviewee: For me, Everything that happen from big bike is totally good such as enjoyment or speed reaction. And when we compare with supercar, absolutely we can't effort for it. But for big bike, it is like we can reach supercar in term of motorcycle part. Big bike can bring me to see what I want to see. For example, when we want to go to restaurant. We can park easily and able to go where the normal car can't bring us there. That is for parking condition. Moreover, motorcycle makes me feel that it is shorten the distance. When I have to go by car, sometimes I think it take a long time to go from one place to another place. But when I ride I feel it is short time. It just takes a little time to go there. I think it also related to usage of it that makes riding fun. I have thing to do while I ride. Another significant issue is big bike brought me to meet good people in many club and

Interviewee 4 (cont.)

society. In this society, everyone has common lifestyle, hobbies. We like same stuff.

Interviewer: Why do you interest to buy Big-Bike?

Interviewee: It is about my childhood thought. I watched the good-looking and stunning actor in soap- opera with big motorcycle. I think it is the reason why I want to have big bike when I grew up.

Interviewer: Can you explain the reasons that make you decide to purchase your BMW

Interviewee: I tried many of them. First, there has someone advise me to try BMW so I try it. So when I have try. It is totally different from others that I've tried. It is good; comfortable as others mentioned so I think this is it! This is the right one since then. After that I studied more and then I'M ok and decide to buy immediately. I have try every brands that are in the market at that time. Before BMW, I ride Ducati 88 Evo that is sport style as well but I want to move up the cc engine. And when I try BMW I feel this bike is answer my need. Add up with the quality of the bike when compare to the price in the same grade bike. I think it is valuable. The measurement of valuable for me is that when I travel or ride in a long distance. This bike helps me a lot. Less exhausted. It like it has technology and function that help rider to feel more comfortable. For Ducati, at that time, the factor that motivates me is my friends. Most of my friends ride Ducati. I don't know other brands only know Ducati. I didn't have knowledge at that time. Only see from my friends with and affordable price.

Interviewer: What do you think about Big-Bike riders today?

Interviewee: I will assume that they are one of my friends. I will say hello. From my experiences, when I ride to up country alone and meet other group riders, I will ride with them. We will ride together. And we become friends. That's what I like.

Interviewer: Can you describe your feeling when you are riding on Big-Bike?

Interviewee: Riding on big bike, focusing is very important. Our conscious will be better, we will focus only one spot, not distract so it increase the mind conscious. When riding, it make me don't think about others things. Sometimes that we feel serious. We will focus only for the destination and enjoyment when we ride on it.

Interviewee 4 (cont.)

We forget our stress. It is similar to people who relief stress with partying but for me it is when I'm riding on motorbike.

Interviewer: Is there anything you want to add?

Interviewee: For one who wants to ride, think hard that you really like it or not? Like it because you love to ride, speed or just want to be cool. If you can answer these questions, the purchasing of your bike will be valuable even though the price is very high. Because we can use it with full function and pleasure our need. Bike is not only thing that indicate social status. It's not only a toy. It is a part of our life. Safety is important to ride. Riding on big bike is not safe, we have to be conscious and caution all the time.

Interviewee 5

Interviewer: Please introduce yourself.

Interviewee: Ho Anuwat chanprapai, age 29 yr-old Occupation: State enterprises employee

Interviewer: Please describe Big-Bike that you ride?

Interviewee: Ducati panigale 1199R 1200 cc

Interviewer: Beside Big-Bike, do you have others vehicles at your house? Please describe.

Interviewee: Motorcycle and Car Chevrolet Captiva

Interviewer: what is the reasons why are you interest to buy Big-Bike?

Interviewee: I like the beauty of motorcycle and I like motorcycle life. I love to ride big-bike because it help me to go to some place that car can't bring me there.

Interviewer: Can you explain the reasons that make you decide to purchase your Big-Bike?

Interviewee: I love the design and brand. When I've tried to ride, it has a high performance. It makes me look good when riding on it. It creates look and image. And I love something that is art craft. Its performance may not higher with other model, the price is also higher but when I saw this I feel like I am in love with it. So I decide to buy this one.

Interviewer: What do you like in big bike?

Interviewee 5 (cont.)

Interviewee: I like Big-Bike society. And I like riding to everywhere with no traffic jam. With big bike, I have no need to wake up early the travel time can be control.

Interviewer: Can you describe your feeling when you are riding on Big-Bike?

Interviewee: Freedom Fun and feel like the adrenaline is running when I ride fast. But I will feel bad when the maintenance fee is expensive. This brand is very high charge.

Interviewee 6

Interviewer: Please introduce yourself.

Interviewee: Dr. Sawami Pratepjinda. Dermatology doctor. Age 36.

Interviewer: Please describe Big-Bike that you ride?

Interviewee: Ducati diavel 1200 cc and Ducati GT 1000 1000cc

Interviewer: When you buy Diavel, what are the reasons that make you decide to purchase your Big-Bike?

Interviewee: So I bought Ducati Diavel. I bought this bike because the riding position. It is comfortable. The performance is quite high and it's convenient to travel.

Interviewer: And what about GT1000?

Interviewee: For Ducati GT1000. I like its design; its look like my dream bike from the movie. I like to design of the model and the comfortable seat. Actually I have motivation from the movie name "Tron legacy" It is a movie about the motorcycle game. The main actor is riding sport motorcycle. I watched the movie and then I like it. The bike is very handsome, cool. That's why I want bike.

Interviewer: When you buy big bike, what is you key factors that make you decide to buy?

Interviewee: I think my anatomy is the most important factor to make me decide to buy bike. Big bike don't like car. We can drive any car. But for the bike, it has to well adjust with our body that will make our riding position is confident. If I try the bike and I feel confident with it. I will buy that one.

Interviewee 6 (cont.)

Interviewer: Before you buy where do you want search for information

Interviewee: Actually, I search for the design that I like from the internet.

Interviewer: Do you have many choices?

Interviewer: I don't have many choices in my mind. I know that I want to buy these sport's design. I want Ducati because I love the brand. Therefore, I can scope my choice down and choose between the designs.

Interviewer: Why you choose Ducati?

Interviewee: I don't know. I just like the brand. My first bike is Ducati so my second one has to be Ducati too. I feel good with this brand and I want to use it.

Interviewer: what is the different of your purchasing decision between these 2 bikes?

Interviewee: It's has clear objective of the buying. I use diavel to ride for long distance about the riding position and technology that help. But GT1000, I use for short distance; riding around town. It's like sport car that can't drive for a long distance. It is not good for the bike. But it looks cool when riding on it especially it is going well with my costume. And it is convenience to ride.

Interviewer: What do you like in Big-Bike? Please describe

Interviewee: I like because it is a freedom. Freedom that take us from place to place. We can avoid traffic and reach to another destination in shorter period. And we don't have to worry about the parking. We don't have to take care of it so much compare to sport car. We can ride anywhere.

Interviewer: What do you think about Big-Bike riders?

Interviewee: There are many bikers nowadays. There have many types of people and many groups. Let's say since business owner to general. I think riders have one thing in common that they like speed, fascinate to ride, love to travel. It like buying freedom, No matter what is your social status, everyone is friend when you are on the bike.

Interviewer: Can you describe your feeling when you are riding on Big-Bike?

Interviewee: I only feel that I desire to ride to anywhere and go to the place that I want to go. It is a freedom.

Interviewer: Before this, do you have any big bikes?

Interviewee 6 (cont.)

Interviewee: My first big bike is Ducati Monster, I buy this bike because I didn't know how to ride so I had to find something to trail first. And then after that I want something beyond the current bike; something that have high performance, better brake, better control and more safe.

Interviewer: **Beside Big-Bike, do you have others vehicles at your house?**

Interviewee: Car and Van

Interviewee 7

Interviewer: Please introduce yourself.

Interviewee: My name is Manoman I'm business man 27 yr-old

Interviewer: Please describe Big-Bike that you ride?

Interviewee: I currently own 2 bikes. One is BMW sport bike HP4 1000cc . Another one is Harley Davidson 48 1200cc

Interviewer: Why you are interesting in Big-Bike?

Interviewee: Actually it personnel preference and the passion of speed that the first thought why I decide to buy the bike so it pretty much about the personnel preference

Interviewer: For both of the bike that you have, what is the reasons that make you decide to purchase these Big-Bike?

Interviewee: I bought two of these bikes for different reasons. One of them it's because it's one of the quickest bike in the market which is BMW HP4 and so limited edition so I was pretty keen to getting this bike. Another one is Harley Davidson 48 is totally different style. It's actually desire by brother who are totally different character by I am but surprisingly it also very good bike to ride around town and slow the speed.

Interviewer: When you buy big bike, what are you key factors to analysis that this is big bike that you want to buy?

Interviewee: Bike is different from car. It's more about obviously the passion that you can afford that is cheaper than an expensive car and it also about the character of myself so character of buyers. Type of person I am. I like speed. I like to have a trustworthy brand; reliable that's why I chose BMW. And I like speed so it's

Interviewee 7 (cont.)

happen to be HP4 which is one of the fastest bike in the market so it is easy to go with the decision with that bike. With the Harley Davison is different, initially it from my brother but then again it give you the unique factor about the sound of engine. The name itself. It legendary name the Harley Davidson is in the market for so long and because of the size of the bike. It's relatively small so I can ride this bike more often around town. And it comes with reasonable price.

Interviewer: What do you like in Big-Bike? Please describe

Interviewee: I think it's a sign of freedom that you actually out there controlling it. I like it because I think it take a lot less time when I'm purchase a car. Because of manufacture, It's a lot cheaper so it take less thought even though it's take more risky about my life. And also I think it's a people that you find out there; a lot of nice people who ride big bike as well. So it one of the think that you enter the different societies, making more friends, knows more people.

Interviewer: Please describe your feeling when you are riding on Big-Bike?

Interviewee: I feel free. I feel like I have the entire world under my hand controlling it. I feel less stress. I feel like I can fulfill my passion with speed though adrenaline and my body and everything

Interviewer: What do you think about Big-Bike riders today?

Interviewee: Surely more people riding more on big bike. And also same with any other type, there are a lot different type of riders. But I've fascinated to make a lot of big friends riding big bike. People I found seems very nice for me and I'm happy that I have decide to keep myself a chance to ride big bike and make more friends around this society.

Interviewer: Beside Big-Bike, do you have others vehicles at your house? Please describe.

Interviewee: Porche Cayenne

Interviewee 8

Interviewer: Please introduce yourself.

Interviewee: Varut Ruengwattanakij. Online advertising agency.

Interviewer: Please describe Big-Bike that you ride?

Interviewee: Harley Davidson soft tail cross bones 1500 cc. I've change because I have child. Before this I used Ducati sport classic. It's retro. For Ducati, the engine is very strong so I think it is so dangerous and I have to travel a lot for long distance. Therefore, I buy another bike that is Triumph Tiger 800 that is a touring, adventure bike. But when I have a child, I want to ride the slower bike. So I sell both of them and buy Harley.

Interviewer: From the beginning, why you decide to purchase your Big-Bike?

Interviewee: It is a man dream to ride a big bike. First it's about the look. I want to look cool. I have watched the movies "tron legacy" The main actor rides the motorcycle. After that I feel I want that bike. I like retro motorcycle. I found the bike that similar to the movies but at that time there is no production of that model anymore. And Bike's collector start to collect it that makes the price's increasing. I try to find but can't find .For this Ducati, I found it after 1 year. I have modified the bike and feel like it is so cool. When I ride for a while, I started to love the feeling when I'm on the bike.

Interviewer: What about Triumph?

Interviewee: I ride to upcountry "Kao Kor". When riding to around Bangkok, it has no problem. But for a long distance it not suitable because of its design and the riding position. I have to lean my back in front so if I ride for a long trip, it is so exhausted. Therefore, I have decided that if I want to travel for a long trip. I have to find adventure or touring bike. After that I found Triumph Tiger which one of my bike group ride. I have seen and talk to him and got idea; knowing what is good or bad, so I decide to buy it. I have planned to use short term.

Interviewer: What is your key factor to decide this big bike that you going to buy?

Interviewee: The factors for choosing bike, first is from personnel preference. Second the design that is not the same. It's not produce anymore and it is a

Interviewee 8 (cont.)

collectable items. And I think it's also the price that can sell for profit in the future.

It like collectable items

Interviewer: What do you like in Big-Bike? Please describe

Interviewer: I feel like it is very free so I like to ride motorcycle. Then I start to knowing people. Start to make friend and get connections. So I think big bike give me a lot

Interviewer: What do you think about Big-Bike riders today?

Interviewee: I think it is good. It makes big bike market is growing. In the previous day, people may thing motorcycle riders are not good person; gangster or whatever. But now we can see that many of riders are executive, person with high-income turn to ride big bike more. It's make the society more open. But sometime when it becomes trend, the more riders, we have seen. Sometimes people with no riding skills and knowledge make the ride is more dangerous. Finally it becomes tragedy so people would see big bike is harmful than good thing.

Interviewer: Can you describe your feeling when you are riding on Big-Bike?

Interviewee: I feel free when I'm on the bike. I really feel that way. It is about 2 wheels. It can take me wherever I want to go. Another think is my job is about creativity so I have to think a lot and all the time but when I am on the bike, I have to forget and concentrate with the route in front. The brain will shut down for a moment and that moment I feel freedom.

Interviewee 9

Interviewer: Please introduce yourself.

Interviewee: Paron na takurtung. Age 35 yr-old. An architect

Interviewer: Please describe Big-Bike that you ride?

Interviewee: I have Ducati sport 1000s engine 1000cc 2006. And I have Ducati 999R year 2006 as well.

Interviewer: Why you are interesting in Big Bike

Interviewee: I like when I was a kid because I watched movies that have motorcycle. And I like the sound of the engine. I like Ducati because it has "dry

Interviewee 9 (cont.)

clutch” sound and no other brand has it. So I mainly chose from the sound. Following with design, which is original.

Interviewer: Can you explain the reasons that make you decide to purchase your Big-Bike?

Interviewee: I don't like new car. I already tried and used every brand. But eventually, I back to Ducati. I ever ride BMW but I don't like it is too comfortable to ride so it has no charisma.

Interviewer: What is the different of buying decision between your two bikes?

Interviewee: For Ducati sport 1000s, I bought because I like retro style. I think it is beautiful even though I rarely ride. Second is design. The designer is keen on design round light, I like design which are original and legendary. Another model, I bought it because it is a limited edition and its design has been publish in many design books.

Interviewer: When you have to buy big bike. What is your key factor to decide this big bike that you going to buy?

Interviewee: Personally, I am not choosing the bike by walking to showroom. I probably search on Internet looking for feedback in the club that is on internet.

Interviewer: Can you describe your feeling when you are riding on Big-Bike?

Interviewee: It's like I'm alone. Silent. It make me concentrate more because I'm quite active person and less of concentration. When I ride, I have to concentrate, it's like I am with myself. Another thing is I can go to where I never go.

Interviewer: What do you like in Big-bike?

Interviewee: It's like a toy. Motorcycle is not like part of my life like some body. I like because it is a toy as kids buy robot something like that. It make me find something that is beyond what I have all the time. I don't like Ducati because Ducati Brand but I like the design.

Interviewee 10

Interviewer: Please introduce yourself.

Interviewee: My name is tom Prasop Supraparawong . Age 32 yr-old. I've been riding for 10 year now.

Interviewer: What is your occupation?

Interviewee: I own the Korean restaurant.

Interviewer: Please describe Big-Bike that you ride?

Interviewee: Right now I have Ducati Diavel 1200cc

Interviewer: What is the reasons that make you decide to buy Ducati Diavel?

Interviewee: Lifestyle, right now I don't ride in the track anymore and all my friends, we do just a little bit a trip like short trip to Kanjanburi, Ratchaburi or long trip to Chiangmai so Diavel is a suitable bike for me right now.

Interviewer: Why are you interesting in big bike?

Interviewee: It's been a long long time since I was a kid. I use to steal my brother bike. It's T mass 100 when I was in university. I was always want to ride a bike. And I saw the key to get out around 3am. I just want to ride. I don't know I can't really explain.

Interviewer: Before Ducati Diavel do you have any big bike?

Interviewee: The first one is Honda NC 30, or VFR 400. Second one is CBR 600. Third one is Ducati 996 and CBR1000, GSXR 1000 K5, KTM super duke 990R and KTM super duke 1200R. I use to own the same bike at the same time. And Diavel is the most comfortable ride so I decide to keep it.

Interviewer: When you have to buy big bike. What is your key factor to decide this big bike that you going to pick.

Interviewee: First thing is the performance, which serve the need at the moment. Like Diavel, it has the engine that provides enough efficient power to my desire. I tend not to choose the bike from the appearance. Not the look but the performance.

Interviewer: Please Describe your feeling when you riding on Big bike?

Interviewee: Excitement. Safety. Safety to be one of the priorities that I concern when I ride the bike. Its must provide to safety feeling while it give the excitement back at the same time. It's quite contrast but in should be go together.

Interviewer: You have car at your house why you buy Big Bike?

Interviewee 10 (cont.)

Interviewee: It is my get away. I ride alone. I ride with a couple of my friends. And it's not everyday use. It's like a weekend things for me.

Interviewer: What do you think about Big Bike rider?

Interviewee: I think today. It becomes a fashion statement and you get to see accident every day. 10 years ago, we don't see much of accident because these people started off with a really small group of people like strong club, which today they become professional. Riders these day, they see other people ride the bike. Kids this day they have more money to buy it without the skill to control the bike and it's very dangerous. So if you want to ride the bike make sure it is not fashion statement.

Interviewee 11

Interviewer: What do you ride?

Interviewee: Ducati Monster 800cc

Interviewer: Why you choose to buy Ducati?

Interviewee: The brand is good. When I ride on it, it make me feel cool.

Interviewer: Before buying this do you have any bike in your mind?

Interviewee: Yamaha R1. I like its design. I like sport bike.

Interviewer: Why you don't buy Yamaha R1?

Interviewer: Because the price is quite high although I love its design but I can afford it. On the other hand, when I am looking for Ducati Monster. The brand is popular and well-known on Europe big bike and the price is reasonable and affordable: only 500,000 baht so I decide to buy Ducati monster instead.

Interviewer: So if you have money to buy Yamaha. Do you buy it?

Interviewee: If I have money to buy Yamaha, I will buy Ducati 899 instead because I feel like if I use Europe brand, it is better than riding on Japan brand although the performance of Japan brand is higher.

Interviewer: Why you like big bike?

Interviewee: It is my childhood dream. I want to ride a bike when I was a kid. No other reason. I feel like riding on the bike is a freedom.

Interviewer: Does it different from normal motorcycle?

Interviewee 11 (cont.)

Interviewee: It is faster and when I ride, I feel like car around me respect my ride.

Interviewer: Do you find information before buying?

Interviewee: I find information on Internet. Reading a review from community.

Interviewer: Please introduce yourself?

Interviewee: Moo 23 year-old. Photographer.

Interviewee 12

Interviewer: What do you ride?

Interviewee: Ducati Street fighter 850cc

Interviewer: Why do you buy this bike?

Interviewee: At first, I rode Honda 400 cc. When I rode to my friend's house and saw Ducati 400 cc parking in their house, I feel like I want this bike. After 2 days, I decide to buy immediately. I loved their appearance and I think riding on Ducati make me look good. Then I change to Ducati Street fighter 850cc because I want to upgrade my bike to have more performance.

Interviewer: With this performance why you don't buy other model?

Interviewee : I also interested on BMW S1000 but personally I can't effort for the price so I buy Ducati and another reason is I think at that time I was in Ducati community at that time so I kind of interest more on Ducati brand. And at the same price, I can buy Ducati Diavel as well with higher engine power, but I didn't bought it because street fighter is more suitable with my body. Riding position is comfortable and look good.

Interviewer: What do you think about riding big bike?

Interviewee: Riding Big bike is faster, Fun and elegant.

Interviewer: Please introduce yourself

Interviewee: Yor, construction engineer, 29 year-old