

An Exploratory Study on The Role of Digital App Usage in the Purchase of Commuter Two-Wheeler Vehicles and Its Impact on Customer Satisfaction and Attitude

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ABSTRACT

Digital apps have become a crucial source of information for consumers buying commuter two-wheelers. Manufacturers' apps, comparison platforms, e-commerce apps, and social media provide consumers with product details, price comparisons, and reviews before a purchase. This study investigates the role of digital app usage in commuter two-wheeler purchases and its impact on customer satisfaction and attitude. It focuses on how information quality, ease of use, and convenience influence purchase decisions. An exploratory research design was chosen. Primary data were collected from commuter two-wheeler users through a structured questionnaire with a five-point Likert scale using convenience sampling. The data will be analysed using statistical techniques to examine the relationship between digital app usage, purchase decisions, customer satisfaction, and attitude. The study aims to provide insights into how digital apps affect consumers' purchase decisions and how information quality, ease of use, and convenience impact their buying experience. The findings will be useful for two-wheeler manufacturers, marketers, and app developers to improve information quality, usability, and convenience. A better digital experience can enhance customer satisfaction and foster positive attitudes towards products and brands.

Keywords: digital apps, purchase decision, customer satisfaction, customer attitude, information quality, ease of use, convenience.

INTRODUCTION:

Two-wheelers are the epitome of Indian transportation owing to their affordability, fuel efficiency, minimal maintenance, and high convenience in navigating through traffic. It was previously difficult for customers to identify their preference among the wide range of options

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Published: 29 September 2026

DOI: <https://doi.org/10.70558/IJSSR.2026.v3.i5.301337>

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available. Word-of-mouth recommendations and in-person visits to showrooms were the usual practices performed by buyers prior to purchasing a two-wheeler vehicle. However, the scenario has changed dramatically in recent times owing to the increased use of the smart world and availability of mobile phones equipped with high-end internet connectivity. This has allowed buyers to access relevant information pertaining to two-wheeler vehicles through manufacturer sites, comparison portals, online shopping platforms, and other social media networks to perform a detailed comparison before choosing a vehicle. This also enables them to evaluate financing and loan options as well as after-sales service and maintenance options to finalize their decision. This study explores the influence of digital platforms on the decision-making of the commuter two-wheeler segment. The study highlights the buyer decision-making process for buyers considering online portals while focusing on factors that play an influential role in the final choice of the buyer. The research examines the usage of these digital applications and their influence on post-purchase satisfaction as well as future intent to use the same. The research is conducted in Chennai, Tamil Nadu, with a focus on buyers of commuter segment who have used at least one digital application to aid their purchase and excludes premium and high-performance bikes. The aim of the research is to identify the factors influencing the decision process and purchase behaviour of the buyer. The findings of the research can help manufacturers, sellers, and digital application providers in ensuring a positive experience for customers interested in purchasing two-wheelers online.

REVIEW OF LITERATURE:

To understand the current research on two-wheeler buying behaviour and mobile app usage, it is essential to review past studies. The following reviews examine ten key studies conducted between 2018 and 2025, detailing their goals, research methods, main variables and key findings. These reviews help identify what drives vehicle choices and customer satisfaction while highlighting the research gaps this study aims to fill.

Sharma (2024) examined mobile app-based vehicle services and customer satisfaction: A case of Kathmandu Valley. Customer satisfaction was the dependent variable. The selected independent variables were tangibility, reliability, price, promotion, coupon redemption, and comfort. The primary source of data were used to assess the opinions of respondents regarding tangibility, reliability, price, promotion, coupon redemption, and comfort. The study was based on primary data from 121 respondents. A structured questionnaire was prepared to achieve the purpose of the study. The correlation and multiple regression models were estimated to test the significance and importance of mobile app-based vehicle services and customer satisfaction: A case of Kathmandu Valley. The study showed a positive impact of tangibility on customer satisfaction. This indicates that higher tangibility leads to higher customer satisfaction. Similarly, the study showed a positive impact of reliability on customer satisfaction. This indicates that reliable information about the app-based service leads to an increase in customer satisfaction. Likewise, the study revealed a positive impact of price on customer satisfaction. This indicates that an affordable price leads to an increase in customer satisfaction. Further, the study showed a positive impact of promotion and coupon redemption on customer satisfaction. This indicates that the higher the number of promotions and coupon redemptions, the higher the customer satisfaction. In addition, the study showed a positive impact of comfort on

customer satisfaction. This indicates that the higher the comfort for travelling, the higher the customer satisfaction.

Sudhir et al. (2025) conducted a systematic literature review, and 56 relevant articles were shortlisted. Based on this literature, a thematic analysis was conducted, which helped to emerge six themes under which various factors identified by different researchers were classified. Accordingly, with these six themes as independent variables and the two-wheeler buying decision as the dependent variable, the concept framework considered demographic factors as moderators. Two research gaps were identified. Most of the earlier studies done were urban-centric. There is an opportunity to explore and compare the factors influencing two-wheeler purchase decisions among urban and rural consumers. Earlier studies predominantly used quantitative study methods, which could not capture the why and how of consumer behavior, allowing for the use of mixed-method research to capture the depth of knowledge using the qualitative method and then broaden this knowledge using quantitative methods. Accordingly, research questions for future studies have been identified along with research objectives: to identify contemporary factors that influence consumers' decision to buy a two-wheeler under the current Indian scenario, to identify the variation in decision patterns between urban and rural customers, and to evaluate consumers' environmental awareness and its influence on purchase decisions.

Balaji and Rao (2018) investigated the influence of digital touchpoints across the consumer decision journey for two-wheeler buyers in India. This study reports the findings of a survey conducted on a sample of 181 respondents over a period of two months, April and May 2018, to understand why consumers own two-wheelers, the digital platforms they frequent at each stage, and the online activities that consumers generally indulge in. Further, the analysis was conducted to understand the different types of digital consumers for two-wheelers based on their interactions with online platforms. This study identifies the need to understand the deeper variables that consumers are looking to purchase a two-wheeler. This led to the analysis of content in the pre-purchase stage to gain insights. It was observed that blogs ranked the highest in the pre-purchase stage; therefore, data were sourced from customer and expert reviews for a period of three months, March, April, and May 2018. The most-mentioned two-wheeler blogs were analyzed using qualitative methods to understand the numerous variables that customers look for in two-wheelers. Thus, this study sheds light on the different touch points that consumers visit during the journey, the types of consumers who indulge in online activities, and the variables that contribute to their satisfaction in the purchase of a two-wheeler.

Sreeja and Shree (2024) analyzed customer preferences and satisfaction of electric two-wheelers in Calicut City, Kerala, by adopting a quantitative analysis approach. The article examines the interactions between price, perceived value for money, and charging infrastructure availability as determinants of purchase intention and performance satisfaction. The data for this study were collected using a structured questionnaire from a sample of 248 respondents. The article provides a strong positive correlation between electric two-wheeler prices and purchase intentions, which suggests that price impacts the propensity of customers to buy. Likewise, charging infrastructure availability has a positive effect on performance satisfaction, highlighting the role of infrastructure in shaping customer perception. The study

also reveals that the link between price and purchase intention is mediated by perceived value for money, highlighting the significance of customer perceptions in the decision-making process. These findings address important aspects influencing consumer behavior and offer useful insights for industry stakeholders and politicians looking to encourage the adoption of electric cars.

Diwakar Raj and Kannan (2022) examined conducted with the Primary objective of finding the customer perception towards two-wheeler Industry among different brands manufactured by Hero motor Corp, Honda motorcycles and scooters, TVS, Bajaj Auto, Royal Enfield, Yamaha and Suzuki. The study was conducted among the customers in the Chennai region, and 200 samples were obtained through a pre-tested questionnaire administered via convenient sampling; the authors analyzed independent variables including price, mileage, credit facilities, engine performance, brand image, service, safety, and resale value against customer perception and purchasing behavior. Various tools such as weighted average, chi-square, ANOVA, and multiple regression were used to analyze the data collected from the customers. The findings revealed that vehicle price, fuel efficiency (mileage), and loan/credit facility availability were the most decisive factors driving two-wheeler purchases, alongside engine performance, safety, and brand reputation. The authors concluded that economic considerations and flexible financing significantly govern customer perception and satisfaction. To expand market share, two-wheeler manufacturers must prioritize competitive pricing, attractive credit, engine performance, and brand loyalty.

Kamala and Thaiyalnayaki (2025) provide a multidimensional analysis of the two-wheeler market, investigating the complex interplay between consumer decision-making and post-purchase satisfaction. Utilizing a robust mixed-methods framework, a pre-tested questionnaire was administered to a sample of 220 respondents through convenient sampling, and both primary and secondary data were analyzed using Chi-square tests, ANOVA, and multiple regression models. The research identifies the pivotal drivers of acquisition— brand equity, pricing structures, fuel efficiency, and ergonomic comfort—and evaluates their subsequent impact on the ownership experience. Beyond identifying primary purchase influencers, the study rigorously assesses post-purchase contentment to determine how initial expectations align with real-world performance. By examining performance disparities across diverse demographic segments, the research offers a nuanced map of evolving consumer preferences. The findings culminate in high-level strategic recommendations for manufacturers and dealerships designed to optimize market positioning and foster long-term brand loyalty. Ultimately, this research bridges the gap between consumer intent and satisfaction, offering a definitive guide to enhancing the two-wheeler journey in a dynamic global market.

Timilsina and Jandali (2024) examined the preference factors of Generation Z students for the purchase decision of two-wheelers in Butwal sub-metropolitan studying in community and public colleges. This study focuses on the behavioral intentions of Generation Z students for the acceptance of new technological products (i.e., two-wheelers) and the factors considered vital for the purchase of two-wheelers. A primary sample of 395 structured questionnaires was collected from Z youth (18-25). Descriptive statistics and chi-square tests using IBM SPSS 25 were adopted to find the empirical fit with the hypothesis framed. The chi-square analysis was

performed to examine the association between demographic variables and purchase decisions of two-wheelers. The results of the chi-square analysis indicated that buyer's marital status, occupation, religion, mode of payment, purpose of two-wheeler purchase, number of family members, and annual family income are significantly associated with purchase decisions. The various categories of demographic characteristics analyzed in the study influence buyer's two-wheeler brand purchase decisions. The results are for marketers of two-wheelers focusing on Generation Z. The findings suggest that manufacturer's credibility, reliability, price of vehicle, brand image, mileage, cost of maintenance, resale value, and facility conditions influence the purchase decision of the buying two-wheelers.

Raju (2025) investigated the factors affecting customer satisfaction towards EV two-wheelers and explored the relationship between service quality and customer loyalty in the EV two-wheeler sector in Telangana. Applying proven models such as SERVQUAL and Oliver's disconfirmation theory, the research sought insights to enhance customer-centric strategies and inform policymakers and EV businesses. Factors affecting customer satisfaction towards EV two-wheelers and explore the relationship between service quality and customer loyalty in the EV two-wheeler sector in Telangana. Applying proven models such as SERVQUAL and Oliver's disconfirmation theory, the research sought insights to enhance customer-centric strategies and inform policymakers and EV businesses. A comprehensive literature review and a rigorous methodology were used to examine the interplay between service quality, customer satisfaction, and loyalty. Simple random and convenience sampling methods were applied to collect responses from 300 respondents who used EV two-wheelers in the Warangal urban district of Telangana State. The chi-square test (χ^2) was applied to determine the association between customer satisfaction, loyalty, and service quality parameters. The findings indicated a significant correlation between customer satisfaction, loyalty, and service quality. The key determinants of customer satisfaction and loyalty include employee engagement, service reliability, appearance of physical facilities, and promised product features, specifically in terms of mileage concern and battery life.

Harish and Shanthi Lakshmi (2025) explored consumer preferences for electric two-wheelers and their influence on Ather Energy's market performance in Palakkad district. Key factors such as cost-effectiveness, environmental benefits, and smart features are examined alongside barriers such as high initial costs, limited charging infrastructure, and battery concerns. Both primary and secondary data were used. Primary data were collected through a questionnaire with a sample of 200, and secondary data were collected from the internet, books, and articles. The findings revealed that younger, middle-income consumers—particularly males aged 20 – 40—are the primary adopters. While Ather enjoys strong brand recognition, limited access to test rides hampers deeper engagement. Government incentives and improved battery technology play a positive role in shaping purchase intentions. With nearly half the respondents planning to buy an electric two-wheeler within a year, the study concludes with strategic recommendations to enhance customer experience and promote the transition to electric mobility in the region.

Vo et al. (2022) focused on a subcategory of m-commerce, a mobile shopping application. To understand the purchase intention via m-commerce applications, this study aimed to identify

the main factors that are related to the applications and explore the influence of these factors on consumers' mobile shopping intention. This study used quantitative research methods and selected Vietnam as its case study. The survey responses of 450 Vietnamese mobile shoppers were analyzed using partial least squares structural equation modelling (PLS-SEM). The results indicated that online reviews, e-service quality, and information quality are significant predictors of behavior intention, and perceived risk negatively influences consumer online purchase intention via the applications. The content enriches the combined research of detailed and possible models with quality dimensions and risk perception. Practitioners, such as e-retailers and developers, can enhance the quality of applications and determine strategies to reach potential users and maximize revenue. M-commerce providers should pay adequate attention to credible and influential online reviews, since mobile shoppers rely heavily on reading reviews before buying a product.

RESEARCH GAP:

Many researchers have looked into why people choose to buy two-wheelers. They often focus on things, like price, fuel mileage and brand name. At the time other researchers have studied how people use mobile shopping apps in everyday life. So far these two topics. Two-wheeler buying and mobile app use. Have been studied separately. Not many studies have explored how mobile apps help people who are specifically looking to buy a commuter two-wheeler. More important no one has clearly shown whether using a mobile app before making a purchase actually changes what a customer thinks about the bike or makes them feel better after buying it. This study steps in to fill that gap. It looks closely at how using digital apps affects decisions to buy commuter two-wheelers. It also examines how app use shapes customer attitudes and impacts satisfaction after the purchase is made.

RESEARCH QUESTIONS

1. How does using digital app influence commuter two-wheeler purchase decisions?
2. How does consumer attitude acts as bridge between digital app usage and purchase decisions?
3. How do buyer characteristics influence this relationship among app usage, customer attitude and purchase?
4. How does digital app usage affect post-purchase customer satisfaction for commuter two-wheeler owners?

RESEARCH OBJECTIVES

1. To examine the effect of digital app usage on commuter two-wheeler purchase decisions.
2. To assess the mediating role of consumer attitude between digital app usage and purchase decisions.
3. To determine the influence of buyer characteristics on the app usage–attitude–purchase relationship.

4. To measure the influence of digital app usage on post-purchase customer satisfaction among commuter two-wheeler owners.

NEED AND SIGNIFICANCE OF THE STUDY

The two-wheeler automotive sector is changing fast due to digital transformation. Manufacturers are now launching apps to connect with customers. These apps offer showroom tours, EMI calculators, online test-ride bookings and service appointment features. The goal is to make it easier for buyers to explore and choose bikes or scooters without visiting a dealership. Even with all these digital tools, many buyers still prefer to go to a physical showroom before making a final purchase. This is especially true in the commuter segment, where people rely on face-to-face interactions. The success of these apps depends on how users see them. If a buyer thinks an app is useful, easy to use, reliable and accessible, they are more likely to use it. A smooth digital experience can also improve how customers feel about the brand. Many people download these apps during the research stage. There is not enough real data to show if using the app actually changes how people feel about a brand, leads to a purchase or affects their satisfaction after buying a two-wheeler. This gap in research is especially noticeable in cities like Chennai.

This study focuses on how using a two-wheeler app affects buying behaviour and customer satisfaction among commuters in Chennai. It will examine whether app usage influences purchase decisions and how satisfied customers are after purchase. The results will help manufacturers, dealers and marketers understand which app features really matter. This knowledge can guide investment in digital tools, improve how dealerships work with customers and build stronger trust and loyalty in the brand.

RESEARCH METHODOLOGY

This study uses a survey to gather information directly from two-wheeler commuters. One hundred fifty-one commuters who use apps answered the survey online. The survey used a 1-to-5 rating scale to evaluate six factors: information quality, ease of use, convenience, customer attitude, purchase decision and purchase satisfaction. The study examined how these factors influence a commuter's decision to continue using apps in the future. I also collected demographic information and reviewed earlier research studies to provide background for this study. All collected data were analysed with JAMOVI software. I performed profiling to summarise respondent background details, item-level descriptive statistics and reliability testing to examine question averages and scale consistency, construct-level descriptive statistics and normality tests to assess factor averages and data distribution, Pearson correlation analysis to investigate relationships between factors and multiple linear regression analysis, with ANOVA testing, to determine the strongest direct predictors of future app usage intentions.

RESULTS AND DISCUSSION

Table 1: Demographic Profile

Demographic Profile	Frequency	Percentage
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Age		
18-25 years	148	98.00%
26-35 years	2	1.30%
36-45 years	1	0.70%
Gender		
Male	76	50.30%
Female	75	49.70%
Educational Qualification		
Up to HSC	42	27.80%
Graduate	62	41.10%
PG	47	31.10%
Occupation		
Student	138	91.40%
Salaried Employee	13	8.60%
Did the app influence your final two-wheeler choice?		
Yes, significantly	46	30.50%
Yes, somewhat	49	32.50%
No, not much	26	17.20%
No, not at all	30	19.90%
Did using digital app change your attitude toward digital purchases?		
Yes, I Preferred	45	29.80%
No, I Still Prefer Offline purchases	62	41.10%
No Difference, I Use Both Equally	44	29.10%

Most of the people surveyed were educated students. 98% of the people were between 18 and 25 years old, and 72% of the people had a college degree. The people were evenly split between men (50.3%) and women (49.7%). 63% of the people said that using an app helped them choose a two-wheeler, but 41.1% of the people still bought the vehicle in person. This shows that people use apps to research and decide on a bike. The people still prefer going to a real showroom to make the final payment.

Table 2: Descriptive Statistics, Test of Normality and Reliability Results

Item s	Descriptive Statistics								Test of Normality		Reliability Statistics	
	M ea n	St d. er ro r m ea n	Std. devi atio n	Vari ance	Ske wnes s	Std. erro r ske wne ss	Kur tosis	Std. err or kur tosi s	Sha piro - Wil k W	Sha piro - Wil k p	Item Relia bility Stati stics	Cron bach' s α
PERCEIVED INFORMATION QUALITY												
PERI NQ1	3.8 3	0. 08	0.96 9	0.93 9	- 0.86 4	0.19 7	0.97 3	0.39 2	0.84 4	<.00 1	0.845	0.881
PERI NQ2	3.8 5	0. 07	0.84 4	0.71 2	- 0.93 2	0.19 7	1.87	0.39 2	0.82	<.00 1	0.844	
PERI NQ3	3.8 8	0. 07	0.82 4	0.67 9	- 0.78 9	0.19 7	1.52	0.39 2	0.82 9	<.00 1	0.837	
PERI NQ4	3.9	0. 07	0.88 5	0.78 3	- 0.79 7	0.19 7	0.95 9	0.39 2	0.84 5	<.00 1	0.865	
PERCEIVED EASE OF USE												
PER EOU 1	3.9 4	0. 08	0.92 5	0.85 6	-0.75	0.19 7	0.31 9	0.39 2	0.85 1	<.00 1	0.89	0.897
PER EOU 2	3.8 8	0. 07	0.84	0.70 6	- 0.93 3	0.19 7	1.62	0.39 2	0.82 3	<.00 1	0.846	
PER EOU 3	3.8 1	0. 08	0.96 2	0.92 5	- 0.80 3	0.19 7	0.73 7	0.39 2	0.85 5	<.00 1	0.858	

PER EOU 4	3.7 6	0. 07	0.87 7	0.76 9	- 0.71 5	0.19 7	0.78 4	0.39 2	0.85 4	<.00 1	0.873	
PERCEIVED CONVENIENCE												
PER CON 1	3.9 4	0. 07	0.81 8	0.67	- 0.70 3	0.19 7	0.67 1	0.39 2	0.83 7	<.00 1	0.844	0.868
PER CON 2	3.8 9	0. 06	0.78 4	0.61 5	- 0.73 4	0.19 7	1.44	0.39 2	0.82 6	<.00 1	0.826	
PER CON 3	3.9 2	0. 08	0.95 6	0.91 4	- 0.90 7	0.19 7	0.82 5	0.39 2	0.84 3	<.00 1	0.81	
PER CON 4	3.8 2	0. 08	0.93 9	0.88 1	- 0.76 2	0.19 7	0.66 4	0.39 2	0.85 7	<.00 1	0.842	
PERCEIVED CUSTOMER ATTITUDE												
PER CA1	3.8 5	0. 08	0.94 8	0.89 9	- 0.79 8	0.19 7	0.87 5	0.39 2	0.84 6	<.00 1	0.892	0.894
PER CA2	3.6 8	0. 07	0.86 8	0.75 4	- 0.43 1	0.19 7	0.47 5	0.39 2	0.86 4	<.00 1	0.854	
PER CA3	3.6 8	0. 08	0.99	0.98 1	- 0.68 6	0.19 7	0.40 5	0.39 2	0.87 1	<.00 1	0.845	
PER CA4	3.6 4	0. 08	0.94 8	0.89 8	- 0.56 1	0.19 7	0.20 2	0.39 2	0.87 9	<.00 1	0.861	
PERCEIVED PURCHASE DECISION												
PER PD1	3.9 4	0. 07	0.81	0.65 6	- 0.42 4	0.19 7	0.11 1	0.39 2	0.84 7	<.00 1	0.882	0.882

PER PD2	3.77	0.07	0.836	0.699	-0.511	0.197	0.541	0.392	0.858	<.001	0.838	
PER PD3	3.77	0.07	0.92	0.846	-0.459	0.197	0.164	0.392	0.868	<.001	0.83	
PER PD4	3.72	0.08	0.941	0.885	-0.861	0.197	1.04	0.392	0.847	<.001	0.839	
PURCHASE SATISFACTION												
PER SAT 1	3.93	0.07	0.865	0.748	-0.735	0.197	1.02	0.392	0.838	<.001	0.839	0.882
PER SAT 2	3.79	0.07	0.811	0.658	-0.443	0.197	0.647	0.392	0.847	<.001	0.854	
PER SAT 3	3.83	0.06	0.798	0.637	-0.477	0.197	0.809	0.392	0.84	<.001	0.853	
PER SAT 4	3.75	0.07	0.866	0.75	-0.799	0.197	1.25	0.392	0.841	<.001	0.849	
FUTURE INTENTION TO USE DIGITAL APPS												
FIDA 1	3.89	0.07	0.918	0.842	-0.679	0.197	0.487	0.392	0.854	<.001	0.892	0.904
FIDA 2	3.68	0.07	0.803	0.645	-0.533	0.197	1.14	0.392	0.837	<.001	0.865	
FIDA 3	3.81	0.07	0.9	0.81	-0.556	0.197	0.432	0.392	0.861	<.001	0.874	
FIDA 4	3.67	0.07	0.87	0.756	-0.471	0.197	0.492	0.392	0.866	<.001	0.873	

All measurement items returned Cronbach's alpha coefficients well above the conventional 0.70 threshold (ranging from 0.868 for Perceived Convenience to 0.904 for Future Intention to Use Digital Apps), indicating strong internal consistency reliability for every construct. Item-level skewness and kurtosis values fall within acceptable ranges for social science research, although Shapiro-Wilk tests were statistically significant ($p < .001$) for all items, indicating that the item distributions depart from strict normality. Given the sample size ($N=151$) and the general robustness of linear regression to moderate non-normality, this does not materially threaten the validity of the regression results, though it is noted as a statistical characteristic of the dataset.

TABLE 3: Overall Total Value – Descriptive Statistics, Test of Normality, Reliability Statistics

Variables	Descriptive Statistics									Test of Normality	
	Mean	Std. error mean	Median	Standard deviation	Variance	Skewness	Std. error skewness	Kurtosis	Std. error kurtosis	Shapiro-Wilk W	Shapiro-Wilk p
Perceived Information Quality	3.87	0.0617	4	0.758	0.574	-1.05	0.197	2.44	0.392	0.892	<.001
Perceived Ease of Use	3.85	0.0642	4	0.789	0.622	-0.911	0.197	1.53	0.392	0.919	<.001
Perceived Convenience	3.89	0.0604	4	0.742	0.551	-0.937	0.197	1.55	0.392	0.916	<.001
Perceived Customer Attitude	3.71	0.0666	4	0.818	0.67	-0.761	0.197	0.977	0.392	0.928	<.001
Perceived	3.8	0.0614	4	0.755	0.57	-0.637	0.197	0.68	0.392	0.939	<.001

Purchase Decision											
Purchase Satisfaction	3.82	0.0584	4	0.718	0.516	-0.846	0.197	2.05	0.392	0.912	<.001
Future Intention to use digital apps	3.76	0.0626	4	0.77	0.592	-0.717	0.197	1.46	0.392	0.921	<.001

It shows overall positive ratings across all study variables. The mean scores went from 3.71 for Perceived Customer Attitude to 3.89 for Perceived Convenience on a 5-point scale. Every variable had a median score of 4.00. The standard deviations were small, between 0.718 and 0.818, which means the responses were quite consistent across the sample. All skewness numbers were negative, ranging from -0.637 to -1.050. That shows that most participants liked the app a lot. Finally, the Shapiro-Wilk test came out statistically significant ($p < .001$) for all constructs, which confirms that the data are not normally distributed.

Table 4: Correlation Results

		Perceived Information Quality	Perceived Ease of Use	Perceived Convenience	Perceived Customer Attitude	Perceived Purchase Decision	Purchase Satisfaction	Future Intention to use digital apps
Perceived Information Quality	Pearson's r	—						
	df	—						
	p-value	—						
Perceived Ease of Use	Pearson's r	0.699	—					
	df	149	—					

	p-value	<.001	—					
Perceived Convenience	Pearson's r	0.679	0.748	—				
	df	149	149	—				
	p-value	<.001	<.001	—				
Perceived Customer Attitude	Pearson's r	0.697	0.785	0.712	—			
	df	149	149	149	—			
	p-value	<.001	<.001	<.001	—			
Perceived Purchase Decision	Pearson's r	0.671	0.71	0.724	0.822	—		
	df	149	149	149	149	—		
	p-value	<.001	<.001	<.001	<.001	—		
Purchase Satisfaction	Pearson's r	0.709	0.723	0.768	0.811	0.854	—	
	df	149	149	149	149	149	—	
	p-value	<.001	<.001	<.001	<.001	<.001	—	
Future Intention to use digital apps	Pearson's r	0.669	0.726	0.681	0.797	0.84	0.837	—
	df	149	149	149	149	149	149	—
	p-value	<.001	<.001	<.001	<.001	<.001	<.001	—

The correlation matrix shows that all seven constructs are linked together in a statistically significant way ($p < .001$, $df = 149$). The Pearson correlation coefficients range from a strong $r = .669$, which is between Perceived Information Quality and Future Intention to Use Digital Apps, up to a very strong $r = .854$ between Perceived Purchase Decision and Purchase Satisfaction. Future Intention to Use Digital Apps has its connections with Perceived Purchase Decision ($r = .840$) and Purchase Satisfaction ($r = .837$). Purchase Satisfaction also shows a link with Perceived Customer Attitude ($r = .811$). The fact that all these correlations are high

suggests that there are linear relationships among all the variables in the model. This supports the idea that how users see apps, their purchase decisions, their satisfaction and their future use are all closely tied together, reflecting the expected connections in the theoretical framework.

TABLE 5: Linear Regression

Model Fit Measures							
				Overall Model Test			
Model	R	R ²	Adjusted R ²	F	df1	df2	p
1	0.883	0.779	0.77	84.6	6	144	<.001

Note. Models estimated using sample size of N=151

TABLE 6: Omnibus ANOVA Test

	Sum of Squares	df	Mean Square	F	P
Perceived Information Quality	0.0542	1	0.0542	0.397	0.53
Perceived Ease of use	0.562	1	0.562	4.12	0.044
Perceived Convenience	0.1671	1	0.1671	1.225	0.27
Perceived Customer Attitude	0.3281	1	0.3281	2.405	0.123
Perceived Purchase Decision	2.5144	1	2.5144	18.43	<.001
Purchase Satisfaction	2.1872	1	2.1872	16.03	<.001
Residuals	19.6427	144	0.1364	-	-

Note. Type III sum of squares.

TABLE 7: Model Coefficients - Future Intention to use digital apps

Predictor	Estimate	SE	t	p	Standardized Estimate	Result
Intercept	0.0886	0.18	0.493	0.623	-	-
Perceived Information Quality	0.0394	0.063	0.63	0.53	0.0387	Not Significant
Perceived Convenience	-0.0793	0.072	-1.107	0.27	-0.0765	Not Significant

Perceived Customer Attitude	0.1207	0.078	1.551	0.123	0.1284	Not Significant
Perceived Ease of use	0.1425	0.07	2.03	0.044	0.146	Significant
Perceived Purchase Decision	0.3675	0.086	4.293	<.001	0.3605	Significant
Purchase Satisfaction	0.3761	0.094	4.004	<.001	0.3509	Significant

A multiple linear regression test was used to find out what drives commuters to keep using digital apps ($R = .883, R^2 = .779, \text{Adjusted } R^2 = .770$). The overall model was statistically significant ($F(6,144) = 84.60, p < .001$).

Out of the six factors tested, only three directly influenced future app use:

- **Perceived Purchase Decision** ($\beta = .3605, p < .001$) – The strongest factor.
- **Purchase Satisfaction** ($\beta = .3509, p < .001$) – The second strongest factor.
- **Perceived Ease of Use** ($\beta = .1460, p = .044$) – The third significant factor.

The other three factors-

- **Information Quality** ($\beta = .0387, p = .530$)
- **Convenience** ($\beta = -.0765, p = .270$)
- **Customer Attitude** ($\beta = .1284, p = .123$) - were not statistically significant in this combined test.

This shows that two-wheeler commuters stick with an app mainly because they feel confident in their purchases, are happy with their transactions, and find the app easy to use. While convenience and good information help attract users at first, they do not keep users long-term on their own. Instead, app developers should focus on making transactions smooth, reliable, and user-friendly to keep commuters coming back.

IMPLICATIONS AND CONCLUSION

Theoretical Implications

This study helps us understand how people who buy two-wheelers use apps before making a purchase. First, the results show that the ease of using the app ($\beta=.146, p=.044$), how helpful it is in making a decision ($\beta=.361, p<.001$) and how satisfied users are with their purchase ($\beta=.351, p<.001$) are the reasons they keep using the app in the future. Information and convenience help, but these factors alone are not enough to keep users coming back over time. Second, the study reveals a pattern among buyers: 63% of commuters use mobile apps to research and choose their bike, but 41.1% still prefer going to a real showroom to make the

actual purchase. This shows that mobile apps are mostly used for gathering information and deciding on a bike, while real showrooms remain important for completing the sale.

Practical Implications

These findings offer real-world suggestions for motorcycle manufacturers, dealership owners and mobile app developers:

- **Make Apps Simple to Use:** Because ease of use and decision support matter, app creators must keep screens clear and simple. You should add loan calculators, price comparison tools and clear bike details.
- **Connect Apps with Showrooms:** Because many buyers still prefer buying in person, you and your company must link apps to showrooms. You should make it easy to book test rides and schedule store visits. Save selected bikes for showroom staff.
- **Add Post-Purchase Features:** When buyers feel satisfied with their purchase, they want to keep using the app. You should add features like bike service booking, repair reminders and warranty details so customers stay on the app after buying their bike.

This study explored how mobile apps help 151 commuters in Chennai research and buy two-wheelers. Mobile apps proved useful for checking bike details and deciding before buying. 63% of commuters said mobile apps helped them choose their bike, while 41.1% still liked going to a showroom to pay the final amount. These results show that mobile apps are mainly used to collect information. It is still necessary to use physical stores in order to carry out the purchase. A statistical analysis indicates that a commuter's intention to continue using the apps in the future is directly influenced by how the apps feel, by the level of confidence commuters have in their purchase decisions, and by their level of happiness following the purchase. Factors such as the quality of information and the overall convenience do help to attract users of the apps. In the end, automotive manufacturers and dealership owners can influence consumer buying decisions, promote favourable customer attitudes, and establish long-term brand loyalty by combining digital app tools with reliable showroom integration and post-purchase service features.

FUTURE RESEARCH DIRECTIONS

Future research should follow the buyers for several months from the first time they download the app to the moment they buy and service their bike to observe their real app habits over time instead of merely asking about plans. Future research should ask buyers outside Chennai, including those in small towns and rural areas and Electric Vehicle buyers to find out whether app habits differ in other places or for electric bikes. Future research can compare apps from bike brands such as TVS, Hero, Honda or Ather and examine individual features, like loan calculators or service booking, to find out which ones customers prefer most.

LIMITATIONS:

The study collected data from 151 two-wheeler commuters in Chennai only. Because this group is small and comes from one city, the results may not fit buyers in towns, rural areas or other

big cities. The study gathered data only once, asking commuters what they would do later. It did not follow buyers for months to see how they really used apps or bought vehicles. The research looked at two-wheeler apps as a whole. It did not test maker apps (such as TVS, Hero, Honda or Ather), separate vehicle types (like Electric Vehicles) or individual tools such as loan calculators. All results come from commuters who already use apps and who answered the survey themselves. Because of this, the answers may be influenced by memory or personal bias, which could make app benefits look higher than they are for people who do not use apps.

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