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Factors leading to continuance intention to use big-bikes in Thailand

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MARKETING | RESEARCH ARTICLE

Factors leading to continuance intention to use big-bikes in Thailand

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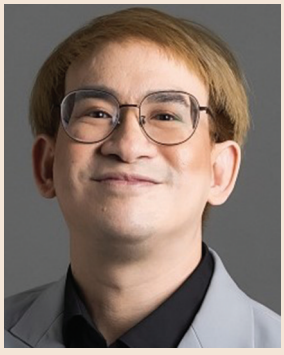
Abstract: The big-bike market has been experiencing steady growth, particularly over the last five years. This upward trend is projected to persist in the future as these products effectively cater to consumers' desires for convenience, image, and high performance. This study examines the critical factors affecting big-bike marketing in Thailand with a focus on the continuance of intention to use the product. Using a mixed-method approach, this study investigates the key factors and indicators in Thailand's big-bike (motorcycle) marketing strategy concerning customers' intention to continue using the product. Four hundred respondents participated in a quantitative survey, and in-depth interviews are conducted for qualitative data collection. Three key factors and 11 key indicators in big-bike marketing were identified. Results reveal customer value (satisfaction) improves brand perception (loyalty), influencing consumers' intention to continue using or purchasing the product; product value directly influences this intention. The implications of the qualitative findings suggest that advertisers of big-bikes in Thailand should emphasise individualism, the sensation of escapism, heightened self-esteem, and the exhilarating rush experienced during rides. Manufacturers should prioritise the creation of a distinctive and recognisable design while



Athipon Mathawikul

ABOUT THE AUTHORS

Athipon Mathawikul holds a doctoral degree from Sripatum University Chonburi campus. He has working experience as a marketing consultant for international companies for many years. His research interests include marketing management, brand management, and strategic management in automobile industry.
Chonlatis Darawong is an Associate Professor in marketing management. His research interests focus on service quality, new product development, cross-cultural management, interpersonal relationships, and project performance. He has twelve publications in a number of referred international journals such as the Asia-Pacific Journal of marketing and logistics, Journal of Marketing for Higher Education, Journal of Communication in Healthcare, and so on.

PUBLIC INTEREST STATEMENT

This study investigates the key factors and indicators in Thailand's big-bike (motorcycle) marketing from the perspective of continuance intention to use the product. The findings show that customer value (satisfaction) improves brand perception (loyalty), which leads to continuance intention to use/buy the product. Product value (design and quality) directly affects this intention.This study significantly contributes to the literature as the researchers used a mixed methodology approach to investigate relevant factors and indicators, conducting quantitative and qualitative research.The implications of this study are noteworthy. The researchers believe that the findings can assist in promoting the big-bike industry and offer valuable insights to entrepreneurs and marketers in Thailand's big bike business, which can be extended to other countries.

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emphasising the attributes of reliability and safety. These findings can guide individuals promoting the big-bike industry in Thailand.

Subjects: Marketing Management; Marketing Research

Keywords: key factors; customer value; product value; brand perception; big-bike products; continuance intention; Thailand

1. Introduction

In Thailand, the advent of Industry 4.0 has driven the evolution of the modern automotive industry, while the government's five-year action plan (2023–2027) has further catalysed the growth of big-bike (motorcycle) production and distribution (Ministry of Industry, 2022). The significant growth potential of the market attracted big-bike entrepreneurs. In 2018, 2.1 million motorcycles were produced in Thailand, representing a growth of 0.4% year-on-year. Despite a slight decrease in domestic demand, increased exports encouraged production (Krungsri Research, 2019). This, along with other supporting factors in the demand and supply chain meant that Thailand retained a competitive manufacturing advantage. Income per capita for many developing countries has increased, which is a positive indicator for the big-bike market. Furthermore, many developed economies are recovering, increasing demand for luxury products like big-bikes. Given its longstanding role as a major manufacturing base, Thailand boasts robust production infrastructure, a strong supply chain, and costs that are more competitive than those in Europe and the United States. It is also a major regional producer of complete knocked-down units for exports within the region, where sales are forecast to increase due to the rising demand from its main export targets in the ASEAN zone and Japan (Krungsri Research, 2019).

Currently, big-bikes typically have engine sizes ranging from around 250 cc—over 2,000 cc (BigBike Thailand, 2023). Despite the marketing efforts (online and offline) of motorcycle producers with engines over 250 cc (or big-bikes) in Thailand, domestic production is currently not extensive. However, the importance of this segment has steadily increased following the government's 2012 decision to attract foreign investors in the 248 cc. plus category of motorcycle production. Globalisation demands have changed paradigms in every aspect, especially in marketing. Presently, to gain market share, a business cannot solely rely on the functionality of its products but must also consider how consumers or end-users perceive its brand attributes. Perceived usefulness and confirmation from previous users, significantly influence user satisfaction in product adoption. According to Jumaan et al. (2020), perceived post-acceptance usefulness and user satisfaction drives the intention to continue using a product. Business performance measurement highlights the number of repeat purchases as a key marketing performance indicator (Sharma & Singh, 2023). Thus, the continuance intention to use the product is perceived as valuable for enhancing customers' purchase intention (Wu & Huang, 2023). This means the continuance intention to use a product represents purchase preferences and marketing performance. It is an important income generation and development factor in the big-bike market segment. The main issue in Thailand is the absence of big-bike products that are locally produced. The country heavily relies on imports from well-known foreign brands (BigBike Thailand, 2023 (Srisongkram & Putachote, 2023). This situation persists due to the limited knowledge among domestic entrepreneurs regarding the various factors that influence the intention to continue using such products. Given the background and importance of this challenge, this study investigates the key factors influencing big-bike marketing in Thailand from the perspective of the continuance of intention to use the product.

2. Literature review and hypotheses development

For customers to remain loyal to the brand and purchase from the company, they need to find value in what they purchased and trust in the brand as a whole. These two factors influence each other. Researchers employ the theory of continuance intention to use a product to investigate

loyalty within the context of the big-bike industry in Thailand. Building on the Technology Acceptance Model (TAM)—developed by Fred Davis in 1989 to elucidate user behaviour during the adoption and sustained use of new technology (Davis, 1989)—this theory has been widely studied and applied in various fields including information systems, marketing, and consumer behaviour and cited in numerous academic articles and books on these subjects, including information systems research, and marketing theory (Baker & Hart, 2016).

TAM is a widely used model for predicting and analyzing user behavior when they perceive and use technology or products. This model has gained popularity in technology-related studies and research across various professional fields and industries. TAM helps customers understand how users' perceptions of ease of use and usefulness influence their actual usage behavior regarding technology or products. This perception directly influences user behaviour, as individuals who perceive using the technology or product as genuinely beneficial are more likely to continue using it extensively. Therefore, passing through the perception of usage and the brand perception for big bikes, users will develop an understanding of the value of big bikes (customer value), which is a critical factor that impacts their continuance intention to use big bikes in the future.

According to this theory, several key factors such as satisfaction, convenience, trust, user opinion, and perceived usefulness, influence user decision-making in continued usage of a product or service (Bapat & Khandelwal, 2023; Chen & Xie, 2008; Gefen & Straub, 2005; Hajli, 2015; Liang et al., 2015; Muharam et al., 2021; Nasser Al-Suqri, 2014; Osatuyi et al., 2020; Ryu et al., 2012; Verhoef, 2003).

When considering continuance intention to use a product, consumer behaviour and marketing, customer value and brand perception are crucial (Gupta & Lehmann, 2006; Kumar et al., 2010). Customer value refers to the perceived benefit that a customer receives from a product or service in relation to the cost or sacrifice that they make to acquire it (Huang et al., 2019). This perceived value is based on the customer's needs, wants, preferences, and expectations (Mishra, 2015). If the customer perceives the value of the product or service to be high, they are more likely to have a positive brand perception, leading to a greater likelihood of continued usage (Dodds et al., 1991). However, if the customer perceives the value to be low, their brand perception may be negatively affected, leading to a reduced likelihood of continued usage (Zaidun et al., 2020). Therefore, customer value is a crucial factor to consider in product development and marketing strategies to ensure customer satisfaction and continuance intention to use a product.

Brand perception involves an emotional bond between the consumer and the product. Every product has certain qualities that help develop an emotional bond or promote brand evangelism (Becerra & Badrinarayanan, 2013). An emotional bond with a brand is marked by consumer trust, which eventually affects consumer behaviour and attitudes towards a certain brand, including continuance intention to use the product, as well as positive and oppositional brand referral (Ramaseshan & Stein, 2014). When consumer trust increases, the company's profit margins improve because consumers who trust in and feel confident about the product or company image further enhance the brand image. This ultimately encourages consumers' continuance intention to use the product and purchase intentions.

In addition, product value is a key factor that directly and indirectly affects the continuance intention to use a product through brand perception (Foroughi et al., 2019; Kim et al., 2004). When a product provides value to the customer, either through its features, quality, or price, it enhances their perception of the brand (Bagozzi et al., 2016). This creates a positive association between the customer and the brand, which increases their likelihood of continuing to use the product (Sirdeshmukh et al., 2002). When customers perceive a brand to be of high value, their overall satisfaction with the product increases, which in turn strengthens their intention to continue using it (Zeithaml, 1988). Therefore, product value also plays a crucial role in shaping customers' perception of a brand and their intention to continue using its products.

2.1. Customer value and brand perception

The link between customer value and brand perception refers to how a customer's perception of a brand can be influenced by the value they receive from a product or service (Kim et al., 2004). Generally, a positive experience is going to be extended to a positive perception of the brand as a whole (Kumar et al., 2010). However, if a customer feels that they are not receiving enough value from a product or service, their perception of the brand may be negatively impacted (Kim et al., 2004). This link is crucial for businesses to understand, as it highlights the essence of providing value to customers to maintain positive brand perception, ultimately encouraging customer loyalty.

Brand perception can be viewed as the sum of a consumer's feelings, experiences, and thoughts regarding a product. Recognizing this, the researchers incorporated cognitive theories into this analysis. A consumer's perception/thoughts regarding what a brand represents was emphasised than what the brand conveys. Customer experience asserts that an experience occurs when a customer has any sensation or knowledge acquisition resulting from interaction with different contextual elements created by the service provider (Romiti & Sarti, 2016). In addition, experience within the structure of the customised acceptance model discovered that a customer's experience creates an immediate and oblique effect on their continuance intention to use the product arising from purchase intention (Khattab et al., 2015) and directly impacts purchase intention based on sensory experience, emotional experience, and social experience (Li, 2018).

Self-congruence belongs to a broader class of cognitive consistency theories, in which people strive for consistency in their beliefs and behaviours because inconsistency produces unpleasantness and tension (Read & Simon, 2012). Applying these theories to the current context, consumers hold a set of beliefs about themselves (self-concept) that motivate them to act in ways that reinforce their self-concept (e.g., preference, purchase, and use of brands with matching brand personalities). Self-expansion theory posits that people possess an inherent disposition to incorporate others (in this context, brands) into their conception of self (Aron et al., 2005). The more the brand reflects the consumer's self (i.e., self-congruence) and the greater the bond between the consumer and the brand, the stronger their brand attachment.

Risk perception is a subjective assessment of the probability of a specified type of accident, and it affects how individuals evaluate risk, make decisions, and behave (Li et al., 2020). Risk perception is a behaviour that varies among individuals because it is based on judgment and situational awareness.

Customer satisfaction is a measure to determine how happy customers are with a brand's products, services, and capabilities. It can grow a business in the long term and plays a vital role in escalating a company's reputation and loyalty, especially in turbulent markets (Khan et al., 2022). Therefore, it is considered the core of the marketing concept (Teodorescu et al., 2022) and a key factor to work towards (Gilbert & Veloutsou, 2006). However, it is challenging to maintain an intimate relationship between a brand and its customers. Based on the arguments presented above, the following hypothesis is proposed:

H1: Customer value has a significant positive effect on brand perception.

2.2. Product value and brand perception

The link between product value and brand perception refers to the relationship between a customer's perception of a product's value and their perception of the brand that offers it (Foroughi et al., 2019; Kim et al., 2004; Sirdeshmukh et al., 2002). When a customer perceives a product to have high value, due to its features, quality, or price, it enhances their overall perception of the brand (Kim et al., 2004; Sirdeshmukh et al., 2002). This creates a positive

association between the customer and the brand, increasing their likelihood of continuing to use the product (Sahin et al., 2011). Conversely, if a customer perceives a product to have low value, it may negatively impact their brand perception and decrease their intention to continue using the product (Sweeney et al., 2008). Therefore, the perception of product value plays a significant role in shaping a customer's brand perception and their intention to continue using the product.

Product design is an essential aspect of product image (Manandhar, 2021). Companies are increasingly aware of the importance of the marketing value of product design, especially its overall appearance. Thus, companies use different marketing strategies with innovative designs to increase product sales and market share (Manandhar, 2021). A company adopts various design strategies to aggressively become a market leader (Manandhar, 2021).

Product knowledge is collected over time by experiencing a product and its key features (Prieto et al., 2009). This comprises descriptive features the company portrays to the public to enhance their intention to use the product. This information is then processed in the buyer's mind. After conducting a cost and benefit analysis, this knowledge compels the consumer to reach a conclusion, which may or may not be their purchasing behaviour (Puangsang et al., 2021). The same phenomenon regarding product features can persuade buyers to make decisions (Bian & Moutinho, 2011). This knowledge may vary a mong people owing to their different sensitivity levels, which is entirely subjective. Product knowledge can have a significant impact on buyers' purchase behaviours.

Customers can perceive product quality through experience, significantly influencing their purchasing process and brand loyalty. This influence is more important when customers cannot know the quality first-hand. Perceived quality can help a company utilise a premium pricing strategy to further launch a brand into several markets (Karami, 2022). Perceived quality is the core facet of the customer-based brand equity framework (Kumar & Rekhi, 2018),which indicates that a customer's perception of the overall quality or superiority of the product or service is more relevant than the real quality of the product. This relates to the intended purpose relative to its alternatives (Liu & Sun, 2015).

Product monetary influences stems from the monetary value of a product, based on its perceived value for money. This aspect is closely related to trust (Masri et al., 2020), further influencing continuance intention to use (Susanto et al., 2016). It plays a role in transaction uncertainty and price influence (Muthitachareon et al., 2014). Additionally, the assessment of a product is based on the perception of what is received and sacrificed. What is received may be in quality, quantity, efficiency, or convenience, whereas what is sacrificed may be monetary, time, or effort (Kayina & Goel, 2017). Therefore, the researchers propose the following hypothesis:

H2: Product value has a significant positive effect on brand perception.

2.3. Brand perception and continuance intention to use the product

Companies need to realise that if they do not focus on small details in prioritising customer service and satisfaction their reputation and success will suffer. The relationship between brand perception and continuance intention to use a product refers to the customer's perception of a brand can impact their intention to continue using a product (Kuo et al., 2009). Essentially, if a customer has a positive perception of a brand associated with a product, they are more likely to continue using that product in the future (Homburg et al., 2017). Brand perception is influenced by various factors, such as the perceived quality, reputation, and the image of the brand (Keller, 1993). These factors can impact a customer's overall satisfaction with a product and influence their decision to continue using it. If a customer has a positive brand perception, they are more likely to have a high level of satisfaction with the product, leading to a greater likelihood of continuance intention to

use the product (Oliver, 1999; Yoo et al., 2000). However, if a customer has a negative brand perception, they may be less satisfied with the product, leading to a lower likelihood of continuance intention to use a product (Dunuwille & Pathmini, 2016). This is why it is important for brands to focus on their reputation and image, as it can impact their customers' perceptions and ultimately their intention to continue using their products.

Continuance intention to use a product is perceived as a factor that increases purchase intention (Cheng & Yap, 2013). The continuance intention to use the product represents the brand's purchase preference and marketing performance. Customers' purchase intentions occur before the continuance intention to use the product. Purchase intention is a consumer's preference for buying a product or service. Many factors affect consumers' intentions to select a product, with the ultimate decision depending on external factors (Madahi & Sukati, 2012). A group influences decision-making on purchases during the selection procedure for known products, and the selection of a brand is based on group cohesiveness towards the brand (Banerjee, 2016). Information about a brand that other group members have used also affects the decision to either buy that brand or to move on to purchase another brand used by group members (Witt, 1969). Therefore, group members' majority opinions and experiences influence other members in buying particular brands (Kirkole & Wu, 2017). Based on this argument, the following hypothesis (H3) is formulated:

H3: Brand perception significantly positively affects the continuance intention to use a product.

2.4. Customer value and continuance intention to use the product

The link between point of customer value and continuance intention to use the product refers to how the perceived value of a product or service can influence a customer's intention to continue using it (Sashi, 2012; Wang et al., 2019). If a customer perceives high value in a product or service, they are more likely to continue using it in the future, while if they perceive low value, they are less likely to discontinue (Yang & Peterson, 2004). Conversely, if a customer perceives low value in a product or service, they may become dissatisfied and may not have the intention to continue using it (Ishaq, 2012; Yang & Peterson, 2004). This negative perception of value can result in negative brand perception and lead to decreased brand loyalty (Pan et al., 2012). Therefore, businesses should focus on providing value to their customers by understanding their needs and expectations and tailoring their products or services to meet those needs. This can ultimately lead to increased customer satisfaction, loyalty, and continued usage of the product or service.

Satisfaction, an indicator of customer value, is a key factor influencing continuance intention (Chen & Cheng, 2009). Whether a brand can provide its customers with perceived satisfactory benefits affects their continuance intention to use its products (Szymanski & Henard, 2001). Self-congruence represents the degree to which a brand image fits an individual's self-concept and facilitates the development of brand attachment (Li & Fang, 2019). In addition, the continuance intention to use the product can be achieved through brand attachment (Li & Fang, 2019). Users' risk perception influences their continuance intention to use the product (Jangir et al., 2023). Customer experience has a strong emotional effect on continuance intentions. Guided by these arguments, we formulate the following hypothesis:

H4: Customer value has a significant positive effect on the continuance intention to use a product.

2.5. Product value and continuance intention to use the product

The link between the point of product value and continuance intention to use the product suggests that the perceived value of a product directly affects a customer's intention to continue using that product (Feng Cheng, 2013). When a customer perceives a product to be valuable, either due to its features, quality, or price, they are more likely to continue using the product (Yang & Peterson,

2004). This is because the customer is satisfied with the value they are receiving from the product, and this satisfaction leads to a higher likelihood of continued usage (Wu et al., 2014). Moreover, the perceived value of a product can indirectly affect a customer's intention to continue using it through its impact on brand perception (Wu et al., 2014). If a customer perceives a product to be of high value, it enhances their perception of the brand associated with that product, creating a positive association between the customer and the brand (France et al., 2020). This positive association can also lead to a higher likelihood of continued usage (Deng et al., 2010). However, if a customer perceives a product to be of low value, it can negatively impact their brand perception, leading to a lower likelihood of continued usage (Deng et al., 2010). Overall, the perceived value of a product plays a crucial role in a customer's intention to continue using it, directly and indirectly through brand perception. Thus, businesses must focus on delivering products that provide high value to their customers to increase the likelihood of continued usage and brand loyalty.

Product value plays a vital role in making a repeat purchase decision, which is the same concept as the continuance intention to a product (Tran et al., 2019). Product quality significantly impacts perceived usefulness and satisfaction, with the strongest impact on users' willingness to continue using the product (Gu et al., 2021). Product monetary influence is related to trust (Masri et al., 2020) and affects the intention to continue using a product (Susanto et al., 2016). Repeat purchase intention reflects the intent of consumers regarding repeat purchasing patterns. Another factor that can increase repurchase intention is product knowledge (Elsya & Indriyani, 2020). Consistent with this evidence, it is proposed that product value has a positive effect on the continuance intention to use a product, leading to the formulation of the following hypothesis:

H5: Product value has a significant positive effect on the continuance intention to use a product. Table 1 presents specific references to support all the hypotheses.

3. Conceptual framework

The key factors affecting the continuance intention to use a product were obtained from a literature review, which was then incorporated into a conceptual framework, as illustrated in Figure 1. The crucial variable that directly influences continuance intention to use the product is brand perception and includes three key indicators: brand advocacy, brand commitment, and brand evangelism. Customer value is another fundamental factor that has direct and indirect effects on continuance intention to use a product and includes four key indicators: experience value, self-congruence, risk perception, and customer satisfaction. Another variable in the framework is product value, which has both direct and indirect effects on continuance intention to use the product and includes four key indicators: product design, product quality, product knowledge, and product-monetary influence.

4. Research gap

Overall, the conceptual and empirical literature on brand authenticity has steadily grown in marketing literature over the past decade. It is well documented that customer and product values are directly related to brand authenticity; thus, product values are a valuable source of differentiation among brands. Brand authenticity can create differentiation in customers' minds in the big-bike industry while fostering brand faith, leading to revenue generation for the brands. Therefore, brands in the big-bike industry must prioritise reliability. This indicates focusing on quality over quantity and showing respect, which involves being customer-centric and being real regarding what the brand truly is and what customers want. The continuance intention to use the products contributes to brand authenticity. To address the research questions, this study significantly contributes to the existing literature by introducing and evaluating a conceptual framework. It elucidates how customers and product value influence the continuance intention to use the products through brand perception. The researchers seek to relate this research to unlocking

growth in Thailand's big-bike market by identifying factors to improve their marketing performance and providing evidence to assist new brands in understanding the importance of prioritising their customers' needs.

5. Research methodology

This study relied on primary data and used a mixed-method approach for data analysis. An explanatory sequential design was employed. This research approach involves two interrelated phases, starting with the collection of quantitative data for quantitative analysis, followed by the collection and analysis of qualitative data for qualitative research findings analysis, sequentially. In the first phase, questionnaires were used to collect quantitative data to determine relevant factors and indicators. In the second phase, a comprehensive interview was used to conduct qualitative research on developing the extent of indicator details of big-bike consumer recommendations.

5.1. Quantitative research methodology

The researchers aimed to develop a new model of continuance intention to use the product. This study employed a descriptive cross-sectional research design. The survey collected data from 400 repeated users of big-bikes in Thailand, followed by an analysis to determine the key indicators of continuance intention to use the product. In addition, the sample selection (using the simple random sampling method) involved randomly selecting samples from the top 10 provinces with the highest population interested in searching for information about Big-Bike products in the country, based on data from Google Trend (2022) (as shown in Table 2).

The quantitative component of the study used a structured online questionnaire on the Google forms platform. Respondents answered all the questions and rated them on a five-point Likert scale, ranging from 1= strongly disagree to 5= strongly agree. The data for the quantitative research were inspected and analysed using the Statistical Package for Social Sciences Software (SPSS) in the following order: (1) a reliability study to determine the reliability of the research instrument and data; (2) descriptive statistical analysis of the respondent data; and (3) descriptive statistical analysis of the model's variables to determine the arithmetic mean, standard deviation, skewness, and kurtosis. In addition, structural equation modelling (SEM) was employed to test

Table 1. Specific references to support hypotheses

Factors	Authors
Customer value (CV)	Kim et al. (2002) Kim et al. (2004) Yang and Peterson (2004) Aron et al. (2005) Gilbert and Veloutsou (2006) Chen and Cheng (2009) Kumar et al. (2010) Ishaq (2012) Pan et al. (2012) Read and Simon (2012) Sashi (2012) Becerra and Badrinarayanan (2013) Ramaseshan and Stein (2014) Khattab et al. (2015) Romiti and Sarti (2016) Li (2018) Li and Fang (2019) Wang et al. (2019) Li et al. (2020) Khan et al. (2022) Teodorescu et al. (2022) Jangir et al. (2023)

(*Continued*)

Factors	Authors
Product value (PV)	Sirdeshmukh et al. (2002) Kim et al. (2004) Yang and Peterson (2004) Wu et al. (2014) Sweeney et al. (2008) Prieto et al. (2009) Deng et al. (2010) Bian and Moutinho (2011) Sahin et al. (2011) Muthitachareon et al. (2014) Liu and Sun (2015) Susanto et al. (2016) Kayina and Goel (2017) Kumar and Rekhi (2018) Foroughi et al. (2019) France et al. (2020) Elsya and Indriyani (2020) Masri et al. (2020) Gu et al. (2021) Manandhar (2021) Puangsang et al. (2021) Karami (2022)
Brand perception (BP)	Witt (1969) Zeithaml (1988) Keller (1993) Oliver (1999) Yoo et al. (2000) Kim et al. (2002) Sirdeshmukh et al. (2002) Kim et al. (2004) Aron et al. (2005) Gilbert and Veloutsou (2006) Sweeney et al. (2008) Kuo et al. (2009) Prieto et al. (2009) Kumar et al. (2010) Bian and Moutinho (2011) Sahin et al. (2011) Madahi and Sukati (2012) Read and Simon (2012) Becerra and Badrinarayanan (2013) Cheng and Yap (2013) Muthitachareon et al. (2014) Ramaseshan and Stein (2014) Homburg et al. (2017) Khattab et al. (2015) Liu and Sun (2015) Bagozzi et al. (2016) Banerjee (2016) Dunuwille and Pathmini (2016) Romiti and Sarti (2016) Susanto et al. (2016) Kayina and Goel (2017) Kirkole and Wu (2017) Kumar and Rekhi (2018) Li (2018) Foroughi et al. (2019) Li et al. (2020) Manandhar (2021) Puangsang et al. (2021) Karami (2022) Khan et al. (2022) Teodorescu et al. (2022)

(*Continued*)

Table 1. (*Continued*)

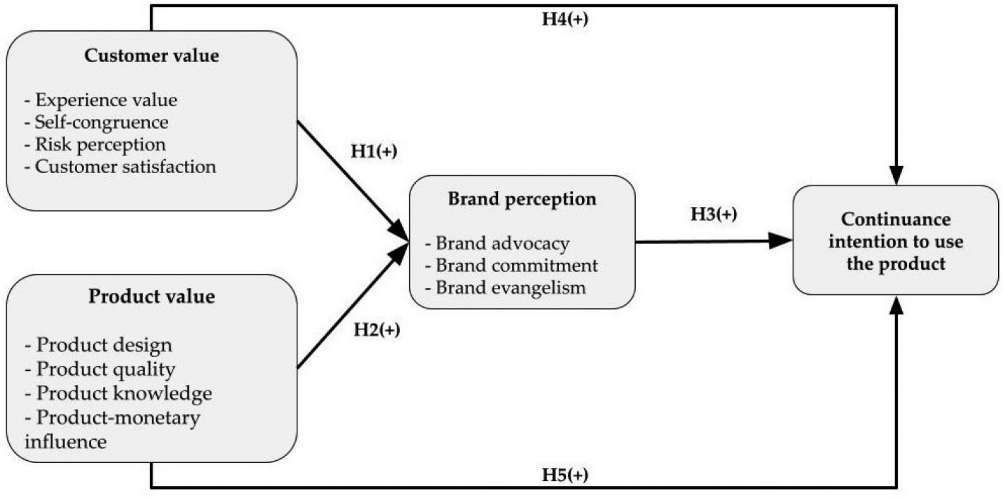
Factors	Authors
Continuance intention to use a product (CU)	Witt (1969) Davis (1989) Keller (1993) Oliver (1999) Yoo et al. (2000) Sirdeshmukh et al. (2002) Yang and Peterson (2004) Gefen and Straub (2005) Chen and Xie (2008) Chen and Cheng (2009) Kuo et al. (2009) Deng et al. (2010) Ishaq (2012) Madahi and Sukati (2012) Pan et al. (2012) Ryu et al. (2012) Sashi (2012) Cheng and Yap (2013) Tung (2013) Nasser Al-Suqri (2014) Wu et al. (2014) Hajli (2015) Homburg et al. (2017) Liang et al. (2015) Baker and Hart (2016) Banerjee (2016) Dunuwille and Pathmini (2016) Kirkole and Wu (2017) Tran et al. (2018) Li and Fang (2019) Wang et al. (2019) France et al. (2020) Elsya and Indriyani (2020) Osatuyi et al. (2020) Masri et al. (2020) Gu et al. (2021) Muharam et al. (2021) Bapat and Khandelwal (2023) Jangir et al. (2023)

Hypotheses 1–5 (as shown in Table 3) and validate the model using AMOS software, which is a statistical software used for analysing moment structures. The AMOS software is an additional SPSS module, especially designed for SEM, path analysis, and confirmatory factor analysis (Statisticssolutions, 2023). For this research, it was used to create the theoretical model and perform the SEM analysis.

To determine equivalence between groups, the study used simple analyses of means and standard deviations for the variables of interest in each group. Mean represents the average score, whereas standard deviation indicates the variability of scores from the mean (Vanichbuncha, 2019).

Reliability is concerned with the consistency or stability of the score obtained from a measure or assessment technique over time and across settings or conditions (Vanichbuncha, 2019). For reliability assessment, the study employed Cronbach's Alpha coefficient (α), a measure of internal consistency, considering different related questions for each dimension.

Figure 1. Conceptual framework.



Given the study's aim of developing a new model of continuance intention to use big-bikes in Thailand, SEM was considered the most suitable approach, as it allows for the creation of a substantively meaningful and statistically well-fitting model (Vanichbuncha, 2019). The final measurement model's overall fit was assessed using eight absolute fit indices (goodness-of-fit), including chi-square/df (CMIN/df), goodness-of-fit (GFI), adjusted goodness-of-fit index (AGFI), comparative fit index (CFI), Tucker-Lewis index (TLI), normed fit index (NFI), root mean square residual (RMR), and root mean square error of approximation (RMSEA). These eight indicators are statistical measures used to assess how well a model fits the actual data. The use of all eight indicators is a statistical method that helps assess the suitability of the model created. These indicators measure the differences between the model created and the actual data (Vanichbuncha, 2019).

5.2. Qualitative research methodology

Qualitative research methodology has become widely accepted across various fields, including education science. The process of qualitative data analysis involves organising, structuring, and attributing meaning to the extensive data collected. By exploring the relationship between categories and themes in the data, qualitative data seeks to enhance the understanding of the phenomenon under study. Hence, this study incorporates qualitative data analysis to enrich its findings.

Table 2. Simple random sampling details

Province	Google trend score	Sample proportion (%)	Number of samples
Bangkok	100	11	44
Chachoengsao	99	11	44
Nonthaburi	94	10	41
Saraburi	93	10	41
Chiang Mai	93	10	41
Chonburi	92	10	41
Phitsanulok	85	9	37
Phuket	85	9	37
Khon Kaen	84	9	37
Rayong	83	9	37
Total		**100**	**400**

Table 3. Hypotheses list

Hypothesis	Hypothesis detail
H1	Customer value has a significant positive effect on brand perception
H2	Product value has a significant positive effect on brand perception
H3	Brand perception significantly positively affects the continuance intention to use a product
H4	Customer value has a significant positive effect on the continuance intention to use a product
H5	Product value has a significant positive effect on the continuance intention to use a product

The qualitative phase of the research involved conducting comprehensive interviews with 20 big-bike riders who reside in the provinces of Bangkok and Chonburi. These participants were carefully selected from responders who willingly participated in the previous quantitative research phase and had purchased a minimum of two big-bikes. Indicator details were then obtained by analytic induction. These were further used in the design of marketing practices to improve marketing performance and develop more effective marketing strategies for new big-bike entrepreneurs in Thailand. NVivo is a qualitative data analysis software tool for analysing data obtained from comprehensive interviews. It assists in organising unstructured data, arranging information, examining data relationships, and categorising data, leading to the qualitative findings.

6. Results

6.1. Quantitative research results

Table 4 shows the details about respondents' demographic information. The respondents' profiles include gender, age, education, occupation, and household income. The respondents' experiences were captured through the type of big-bike, duration of big-bike ownership, type of brand community, riding frequency, riding distance per month, and exposure to big-bike ads on social media. The relative gender distribution of respondents was not even and consisted of 77.25% men and 22.75% women. Most respondents were employees (55.5%), aged 30–39 years (56%), had completed an undergraduate degree (74%), and rode their big-bikes occasionally (57.25%). Many respondents viewed big-bike ads on social media on the Honda Big-Bike TH fan page (34.25%). The most popular big-bike type was sports (11.75%). Regarding community type, brand communities (34.5%) were the most popular. The most popular monthly riding distance was less than 100 km (49.25%).

Next, the measurement model was tested for reliability and validity. Cronbach's alpha was used to determine the reliability and consistency of the data. The normal distribution test used skewness and kurtosis tests. The expected Cronbach's alpha value should be above 0.6, whereas skewness and kurtosis should be $-2 > SK < 2$ and $-3 > KS < 3$, respectively (Vanichbuncha, 2019). The results in Table 5 show that all the indicators and latent variables meet the acceptance criteria; therefore, it can be concluded that the research model is reliable and valid.

In addition, the researchers conducted a goodness-of-fit (GoF) test on the model. The results in Table 6 indicate that the research model meets the eight GoF criteria, suggesting that the model has a good fit.

Next, the researchers tested the full model to analyse the impact of customer and product value on the continuance intention to use the product through brand perception. The full model explains that customer value directly affects brand perception. Further, customer value indirectly affects brand perception on the continuance intention to use the product (CV → BP, $\beta = 5.786$, $p = 0.021$; BP

→ CU, 0.828, $p = 0.001$). Moreover, customer value negatively affects continuance intention to use the product (CV → CU, $\beta = -13.034$, $p = 0.015$). In addition, while product value has a negative direct effect on brand perception (PV → BP, $\beta = -5.412$, $p = 0.046$), it has a positive direct effect on continuance intention to use the product (PV → CU, $\beta = 14.243$, $p = 0.014$). Therefore, Hypotheses 1, 3, and 5 are supported, while Hypotheses 2 and 4 are not. These results are presented in Table 6.

As presented in Table 6, the researchers tested the new model to assess the impact of customer value on the intention to use the product through brand perception and the effect of product value on the intention to use the product. The results show an indirect and significant effect of customer value on the continuance intention to use the product through brand perception (CV → BP, $\beta = 0.774$, $p = 0.001$; BP → CU, 0.782, $p = 0.001$). In addition, the results also show a direct and significant effect of product value on the continuance intention to use the product (PV → CU, 0.093, $p = 0.042$). Figure 2 shows that this new structured model indicates the key factors and indicators in big-bike marketing in Thailand from the perspective of the continuance intention to use the product.

6.2. Qualitative research results

Table 7 shows the findings of the comprehensive interviews regarding the indicator details crucial to the design of the marketing practice items used to improve marketing performance for new big-bike entrepreneurs in Thailand and the frequency of the selected indicator details. The indicator details with a score greater than 10 points were selected for consistent opinions.

7. Discussion

Based on the quantitative research results, hypotheses *H2* and *H4* were not confirmed. However, hypotheses *H1, H3*, and *H5* were confirmed. The results show that customer value negatively affects the continuance intention to use the product, and product value has a negative direct effect on brand perception.

Hypothesis 1 suggests that customer value has a significant positive effect on brand perception, with customer value comprising four key indicators: experience value, self-congruence, risk perception, and customer satisfaction. This is because customer value plays a crucial role in directly influencing brand perception. When customers perceive that a brand's products or services provide value and align with their needs and expectations, they are more likely to regard the brand as credible. This positive perception is rooted in the belief that the brand consistently delivers quality and caters to their preferences. The results of this study align with those of prior research regarding the positive relationship between customer value in terms of customer satisfaction and brand commitment (Mbango et al., 2018). Hypothesis 3 suggests that brand perception significantly and positively influences the continued intention to use a product. The brand perception comprises three key indicators: brand advocacy, brand commitment, and brand evangelism. However, Hypothesis 4 suggests that customer value does not have a significant positive direct effect on the continuance intention to use a product. This is because users' positive brand perception, perceiving the brand as trustworthy, augments their confidence in the product. When users have faith in the brand's consistency and quality, they are more likely to keep using the product. A strong brand perception that elicits positive emotions can create an emotional connection with the brand and its products. This emotional attachment can contribute to users' desire to continue using the product. The findings of this study align with those of Purwanto (2023), who discovered that brand perception significantly and positively influences the continuance intention to use a product.

Hypothesis 2 suggests that customer value does not have a significant positive direct effect on brand perception, while Hypothesis 5 states that product value has a significant positive effect on the continuance intention to use a product. Product value is composed of four key indicators: product design, product quality, product knowledge, and product-monetary influence. This is because the continuance intention to use a product refers to the user's intention to continue

Table 4. Demographic information of the respondents

Variables	Attributes	Respondents	
		Frequency	%
Individual information gathered from respondents			
Gender			
	Male	309	77.25
	Female	91	22.75
	Total	**400**	**100.00**
Age			
	20–29 years	38	9.50
	30–39 years	224	56.00
	40–49 years	124	31.00
	50–59 years	14	3.50
	Total	**400**	**100.00**
Education			
	High School	11	2.75
	Undergraduate	296	74.00
	Postgraduate	93	23.25
	Total	**400**	**100.00**
Occupation			
	Employee	222	55.50
	Business owner	107	26.75
	Bureaucrat	34	8.50
	Professional	37	9.25
	Total	**400**	**100.00**
Household Income			
	10,001–18,000 THB	30	7.50
	18,001–24,000 THB	69	17.25
	24,001–35,000 THB	48	12.00
	35,001–50,000 THB	40	10.00
	50,001–85,000 THB	42	10.50
	85,001–160,000 THB	64	16.00
	More than 160,000 THB	107	26.75
	Total	**400**	**100.00**
Experience behaviour of respondents			
Type of big-bike			
	Chopper	26	6.50
	Cross	41	10.25
	Enduro and Dual-Sport	39	9.75
	Cruiser	37	9.25
	Touring	27	6.75
	ATV	36	9.00
	Naked	45	11.25
	Street	33	8.25

(*Continued*)

Variables	Attributes	Respondents	
		frequency	%
	Sport-Tourist	37	9.25
	Sport	47	11.75
	Scooter	32	8.00
	Total	**400**	**100.00**
Duration of			
big-bike ownership	Less than a year	77	19.25
	1–2 years	77	19.25
	3–5 years	89	22.25
	6–7 years	81	20.25
	7–10 years	76	19.00
	Total	**400**	**100.00**
Type of community			
	Brand community	138	34.50
	Activities community	132	33.00
	Friend community (same brand)	130	32.50
	Total	**400**	**100.00**
Riding frequency	Every day	6	1.50
	Every week	82	20.50
	Every month	83	20.75
	Occasional	229	57.25
	Total	**400**	**100.00**
Riding distance			
per month	<100 km. per month	197	49.25
	100–500 km. per month	100	25.00
	>500 km. per month	103	25.75
	Total	**400**	**100.00**
Ads viewed for			
big bikes on	HondaBigBikeTH	137	34.25
social media	Big-bike Thailand	144	36.00
	Big-bike society	119	29.75
	Total	**400**	**100.00**

using a product after gaining experience regarding the product. Perceived product value plays a critical role in influencing this variable. The value that users perceive in a product directly affects satisfaction. A product with higher perceived value, one that effectively meets their needs, is more likely to encourage users to continue using it. When users are satisfied with the value they have derived from a product, they are more inclined to continue with their usage. This is because they are satisfied and expect that continued usage will bring them satisfaction in the future as well. The results of this study are consistent with those of Masri et al. (2019), who asserted that product value (specifically product quality) has a statistically significant positive impact on the continuance intention to use a product.

Table 5. Reliability and validity of the research model's variables

Latent Variables	Indicators	Items	Mean (SD)	Loading	SK	KS	Cronbach's Alpha
CV	EV	4	4.37(0.60)	1.01	−0.65	−0.54	0.85
	SC	5	4.36(0.59)	1.07	−0.80	−0.13	0.84
	RP	9	4.36(0.58)	1.04	−0.61	−0.49	0.92
	CS	8	4.36(0.55)	1.00	−0.59	−0.48	0.89
PV	PD	6	4.36(0.54)	1.03	−0.73	0.23	0.86
	PQ	14	4.35(0.56)	1.07	−0.59	−0.44	0.95
	PK	3	4.33(0.61)	1.00	−0.52	−0.74	0.84
	PM	7	4.37(0.55)	0.96	−0.59	−0.54	0.89
BP	BA	6	4.45(0.60)	1.22	−0.73	−0.51	0.94
	BC	3	4.45(0.62)	1.21	−0.81	−0.31	0.92
	BE	12	4.39(0.59)	1.00	−0.58	−0.84	0.95
CU		4	4.47(0.59)		−0.87	−0.24	0.88

SD: Standard deviation; SK: Skewness; KS: Kurtosis; CV: Customer value; PV: Product value; BP: Brand perception; CU: Continuance intention to use the product; EV = Experience value; SC = Self-congruence; RP = Risk perception; CS = Customer satisfaction; PD = Product design; PQ = Product quality; PK = Product knowledge; PM = Product-monetary influence; BA = Brand advocacy; BC = Brand commitment; BE = Brand evangelism.

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Table 6. Analytic data regarding structural equation modelling

Model goodness of fit

GoF indexes	Acceptance	Value	Description
CMIN/df	1–3	2.459	Good fit
GFI	>0.90	0.95	Good fit
AGFI	>0.80	0.91	Good fit
CFI	>0.90	0.99	Good fit
TLI	>0.90	0.98	Good fit
NFI	>0.90	0.98	Good fit
RMR	<0.09	0.02	Good fit
RMSEA	<0.08	0.06	Good fit

Hypothesis testing with a full model and new model testing

Hypothesis	Variables	Estimate: b(SE)	C.R. (p)	Results
H1	CV → BP	5.786(2.509)	2.306(.021)	Supported
H2	PV → BP	−5.412(2.714)	−1.994(.046)	Not Supported
H3	BP → CU	0.828(0.070)	11.755(.001)	Supported
H4	CV → CU	−13.034(5.349)	−2.437(.015)	Not Supported
H5	PV → CU	14.243(5.811)	2.451(.014)	Supported
New model testing	CV → BP	0.774(0.047)	16.316(.001)	N/A
	BP → CU	.782(.070)	13.193(0.001)	N/A
	PV → CU	.093(.046)	2.031(0.042)	N/A

CV: Customer value; PV: Product value; BP: Brand perception.

CU: Continuance intention to use the product.

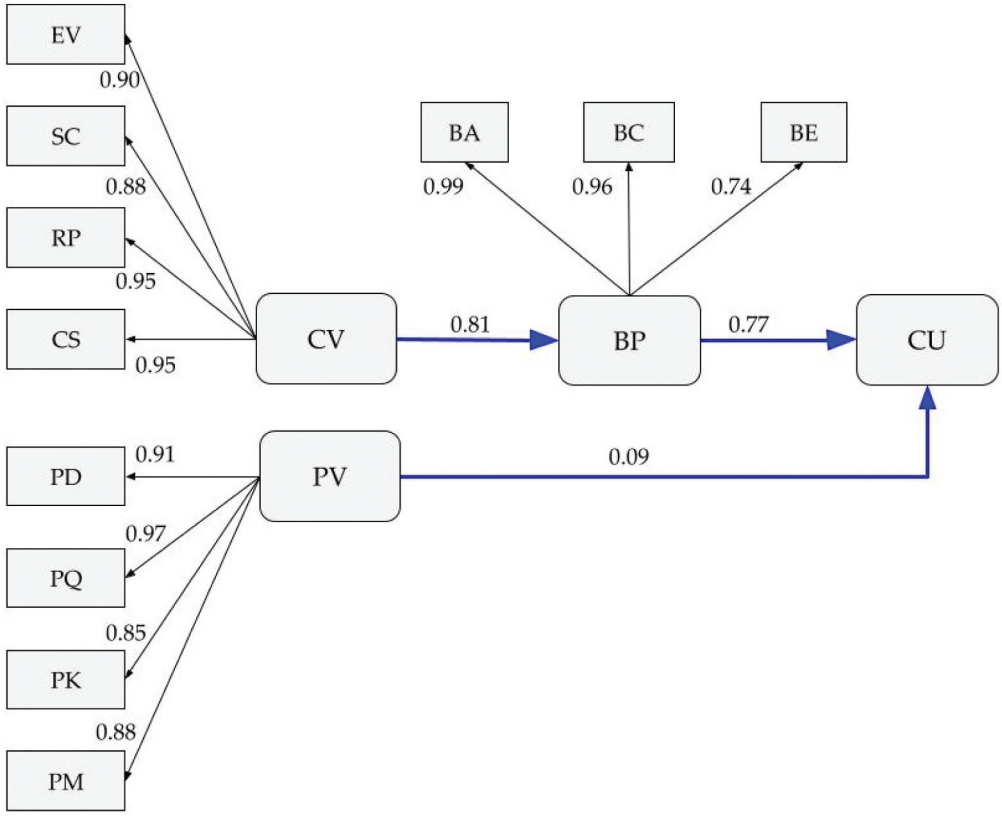

Figure 2. New structured model (standardized regression).

The results show a significant indirect effect of customer value on the continuance intention to use the product through brand perception, as well as a direct and significant effect of product value on the continuance intention to use the product. Therefore, key direct indicators for measuring success in big-bike marketing—from the perspective of continuance intention to use the product—include product design, product quality, product knowledge, product-

Table 7. Analytic induction of in-depth interviews

Factors	Indicators	Indicator Details	Number of key informants (Score)
Customer value (CV)	Experience value (EV)	Sense of freedom when using the product	20
		Excitement of touching the product	20
		Adrenaline rush when using the product	16
		Receiving great attention when using the product	14
	Self-congruence (SC)	Using the product allows for expressing individualism	20
		Personal preference for the brand	17
		Loyalty to the brand	20
		Sense of pleasure when using the product	20
	Risk perception (RP)	Adequately judging the quality when deciding whether to buy	15
		Concerns over not getting a bike of the expected quality	20
	Customer satisfaction (CS)	Sense of satisfaction when using the product	18
		Great efforts are made to use the product	14
		Overall sense of satisfaction with one's favourite brand	20
Product value (PV)	Product design (PD)	Product design should be unique	17
		Product design should be attractive	19
		Free to choose energizing colours and stickers	14
		Installed devices are equipped with sophisticated functions	13
	Product quality (PQ)	Fulfils customers' needs and lifestyle	12
		Effective braking system for immediate stoppage	17
		Effective suspension system	14
		Easy handling in town or on congested roads	19
		Effective electronic devices	12
		No vibration at top speed	11
	Product knowledge (PK)	Unique function of components and practical	16
		Having enough information to purchase	17
		Compares with other brands before making a purchase	14
	Product-monetary influence (PM)	Product information matches the customer's product knowledge	18
		High trade-in value	17
		Fuel savings	16
		Specifically for long-distance travel	18
		Reasonable spare parts price	14

(*Continued*)

Factors	Indicators	Indicator Details	Number of key informants (Score)
Brand perception (BP)	Brand advocacy (BA)	Spreads positive news through word of mouth about the product	20
		Often tells stories about personal experiences with the product	20
	Brand commitment (BC)	Will recommend the product to friends and family	20
		Will choose this brand when purchasing a new product	20
	Brand evangelism (BE)	Will choose this brand when purchasing other products	20
		Interested in what people think about this brand	20
		This brand appeals to the senses	20
		Experience strong emotions regarding this brand	20

monetary influence, brand advocacy, brand commitment, and brand evangelism. In addition, key indirect indicators through brand perception, for measuring success in big-bike marketing from the perspective of continuance intention to use the product, include experience value, self-congruence, risk perception, and customer satisfaction. The intention to continue using a product represents the brand's purchase preference among users and marketing performance. Results indicate the key factors and indicators in big-bike marketing in Thailand from the perspective of continuance intention to use the product. They were obtained from the analysis of collected information. Customer value directly affects brand perception, which further promotes continuance intention to use the product. Product value directly affects the continuance intention to use the product.

Furthermore, the qualitative research findings revealed detailed insights into various indicators that are relative to brand advocacy and continuance intention to use the product. There are nine key details:

(1) In this context, experience value encompasses feelings of freedom, excitement, an adrenaline rush, and the attention received when riding a big bike.

(2) The self-congruence of riding a big-bike enables the expression of individualism, personal brand preference, loyalty, and a sense of pleasure while riding the big-bike.

(3) Risk perception can pose challenges in accurately assessing the quality of a big-bike when making a purchase decision, accompanied with concerns regarding not receiving a bike of the expected quality.

(4) Customer satisfaction encompasses the feeling of contentment while riding a big bike, the dedication put into its usage, and overall satisfaction with one's preferred brand.

(5) Product design should be distinctive, enhance product identity, be visually appealing, offer customisation options regarding colours and decals, include advanced functional features, and align with customers' needs and lifestyles.

(6) Product quality in this context encompasses an efficient braking system for rapid stops, an effective suspension system, ease of manoeuvrability in urban or congested environments, well-functioning electronic components, minimal vibration at high speeds, unique component functionalities, and practicality.

(7) Product knowledge in this context encompasses unique component functionalities, practicality, having sufficient information for making a purchase, and conducting comparisons with other brands prior to making a purchase decision.

(8) Product-monetary influence is associated with customers considering factors such as product information aligning with their product knowledge, the potential for a high trade-in value, fuel savings, particularly for long-distance journeys, and competitive spare parts pricing.

(9) Brand advocacy is linked to individuals spreading positive news through word of mouth regarding the product and frequently sharing personal experiences regarding the product.

8. Implications

This study found that the following key indicators define customer value: experience value, self-congruence, risk perception, and customer satisfaction, while product value is determined by product design, product knowledge, product quality, and product-monetary influence. Further, brand perception is determined by brand advocacy, commitment, and evangelism. This leads to determining the key factors directly influencing brand perception, which are also indirectly related to the continuance intention to use the product. The findings of this study help us determine the key factors that are directly related to the continuance intention to use the product, that is, product value. Additionally, the results indicate that brand perception affects the continuance intention to use a product. Moreover, the results show that consumers held the following opinions on the customer-brand relationship:

The results indicate that customer and product values may differ slightly, according to the opinions of individual big-bike users. Moreover, several key indicators of customer and product value are related to users' continuance intention to use the product in the big-bike market in Thailand, including experience, self-congruence, risk perception, customer satisfaction, product design, product knowledge, and product-monetary influence. Experience value is the value placed on service interaction as perceived by the customer or consumer, which provides essential criteria for understanding customer and consumer behaviours. The findings show that experience value consists of a sense of freedom, excitement, adrenaline rushes, and receiving attention when riding a big-bike. This is consistent with the results of previous studies, in which customer experience created an immediate and oblique effect on purchase intention. Experience influences customer preferences, subsequently affecting purchase decisions (Carmo et al., 2022). Risk perception comprises assessing the risk to a customer, who has to decide whether to use or buy a product or service, where customers' various abilities affect their behaviour differently. The findings show that risk perception consists of the challenge of adequately judging big-bike quality when deciding whether to buy and concerns over not getting a bike of the expected quality. This is consistent with the results of previous studies, in which risk perception is based on judgment and situational awareness and varies among individuals (Lăzăroiu et al., 2020). Consumer risk perception positively correlates with the brand dilution effect (He & Lu, 2020). It would be interesting to examine factors that may explain how people perceive risk. In addition, bodily, financial, time, delivery, and privacy risks are essential elements in forming overall perceived risk, and it is a variable that mediates the influence of brand awareness on purchase intention (Rahmi et al., 2022).

From a practical perspective, this study provides several implications for new big-bike firms operating in developing economies. First, they should develop strong customer value through the brand perception of their customers based on monitoring indicators like brand commitment, advocacy, and evangelism. Therefore, this study outlined the continuance intention to use the product, which is significantly influenced by customer value and brand perception. Second, in the case of product value, the researchers suggest investing more effort in quality control by monitoring product design, product quality, product knowledge, and product-monetary influence. Thus, this study has outlined the continuance intention to use a product, which is significantly and directly affected by product value. These findings can aid those promoting the big-bike industry.

From a theoretical perspective, the main findings regarding continued intention to use the product can be summarised in two parts: Firstly, in the case of customer value, which consists of key indicators such as experience value, self-congruence, risk perception, and customer satisfaction, it was found that it does not have a direct influence on continuance intention to use the product. Instead, it indirectly affects continuance intention through the mediation of brand perception. Brand owners need to engage in comprehensive brand promotion activities, including brand advocacy, brand commitment, and brand evangelism, to influence customer continuance intention to use the product. Secondly, product value directly influences continued intention to use the product. This direct impact is achieved through the continuous development efforts of brand owners in areas such as product design, product quality, product knowledge, and product-monetary influence. In summary, these findings suggest that brand owners can impact customer continuance intention through different pathways: indirectly through enhancing brand perception, and directly through the continuous improvement of product value.

9. Conclusion

This research aimed to investigate the key factors and indicators in big-bike marketing in Thailand from the perspective of continuance intention to use the product. The study relied on primary data and used a mixed-method approach. The significant results that were found supported three hypotheses of the study and did not support the other two. Customer value was determined by key indicators: experience value, self-congruence, risk perception, and customer satisfaction. Product value was determined by key indicators: product design, product quality, product knowledge, and product-monetary influence. Brand perception was determined by three key indicators: brand advocacy, commitment, and evangelism. It was also evident that customer value has a positive direct effect on brand perception, while brand perception had a positive direct effect on continuance intention to use the product. Therefore, the researchers conclude that customer value has a positive indirect effect on continuance intention to use the product, and product value has a positive direct effect on continuance intention to use the product.

In summary, the implications of the findings suggest that big-bike advertisers in Thailand should emphasise individualism, the feeling of escape, enhanced self-esteem, and the adrenaline rush experienced while riding. Manufacturers need to focus on creating a unique and identifiable design and emphasise reliability and safety. Furthermore, outlets should prioritise excellent customer service and attention to detail, and actively seek and value customer feedback.

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