Dissertation Title	Factors Leading to Continuance Intention to Use Big-bikes in Thailand
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ABSTRACT

The big-bike market in Thailand has experienced consistent growth, particularly over the last five years, with forecasts indicating continued expansion. This study delves into the critical factors influencing big-bike marketing in Thailand, specifically focusing on customers' intentions to continue using these big-bikes. Utilizing a mixed-method approach, the research identifies three key factors and 11 indicators in Thailand's big-bike marketing strategy. The study engaged 400 participants in a quantitative survey, supplemented by in-depth interviews for qualitative insights. The findings underscore that customer satisfaction enhances brand loyalty, influencing consumers' intentions to persist in using or purchasing the product. Additionally, product value directly contributes to shaping this intention. Qualitative findings suggest that advertisers should highlight individualism, escapism, heightened self-esteem, and the exhilarating riding experience in the Thai big-bike market. Manufacturers are encouraged to prioritize distinctive and recognizable designs while emphasizing attributes such as safety and reliability. These insights can provide valuable guidance for individuals involved in promoting the big-bike industry in Thailand.