



# AN ANALYSIS OF BRAND IMAGE IN THE MOTORBIKES INDUSTRY AND ITS IMPACT ON CONSUMER BUYING BEHAVIOUR

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## ABSTRACT :

In today's competitive market, brand image plays a crucial role in influencing consumer buying behaviour, particularly in the motorbike industry. Motorbikes are seen not only as transportation but also as symbols of lifestyle, performance, and personal identity. This study aims to examine the impact of brand image on consumer perception and decision-making in the motorbike industry. It explores how branding elements such as design, advertising, customer experience, and reputation affect customer choices. The project also highlights how emotional connections and brand loyalty influence long-term consumer engagement, offering insights for companies to build strong brand identities and improve marketing strategies.

**Key Words:** Brand Image, Consumer Behaviour, Motorbike Industry, Marketing Strategy, Brand Loyalty.

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## INTRODUCTION

Brand image is a key element in the motorbike industry, where consumers often view bikes not only as a means of transport but also as symbols of identity, lifestyle, and performance. Unlike other industries, motorbike brands rely heavily on emotional appeal, with buyers connecting deeply with values like freedom, power, and style. Leading motorbike companies build their brand image through strategic advertising, sponsorships, distinctive designs, and customer experiences. Brands like Harley-Davidson and Yamaha have created strong emotional connections and loyal customer bases over time. In today's competitive market, a positive brand image helps build trust and loyalty, encouraging consumers to buy and recommend the brand. On the other hand, a weak image can affect customer decisions even if the product performs well. This study focuses on analysing how brand image affects consumer behaviour in the motorbike industry and highlights the importance of effective branding in shaping buying

## STATEMENT OF THE PROBLEM

In the motorbike industry, brand image plays a key role in shaping consumer buying behaviour.

Despite heavy investments, some brands fail to build strong, lasting impressions. Consumer choices vary—some prefer performance, while others value emotional appeal. This study explores how brand image influences buying decisions and loyalty.

1. What is the impact of brand image on consumer buying behaviour in the motorbike industry?
2. What are the key factors that influence consumers' perception of motorbike brands?

## OBJECTIVES OF THE STUDY

- To analyze behavioral factors of consumers in purchasing motorbike.
- To study the brand preference and to investigate the factors that could influence the consumer attitude to purchase motorbikes.
- To identify the challenges faced by consumers on purchasing motorbikes.

**RESEARCH METHODOLOGY**

Research methodology is a procedure for collecting, analyzing and interpreting the data. It provides the framework that guides the study and valid results.

**RESEARCH DESIGN**

- **Sampling size:** 105 Respondents
- **Sampling Technique:** Simple random sampling Technique
- **Statistical Tools used:** Simple Percentage Analysis, Garrett Ranking, Weighted Average Mean
- **Primary data:** Collected 105 respondents.
- **Secondary data:** Journal and websites.

**LIMITATIONS OF THE STUDY**

- The study results are based on assumptions.
- The sample size taken for the study is 105 only.
- The respondents may be biased in providing information.

**FINDING AND INTERPRETATION****SIMPLE PERCENTAGE ANALYSIS:**

$$\text{PERCENTAGE} = \frac{\text{NUMBER OF RESPONDENTS}}{\text{TOTAL NUMBER OF RESPONDENT}} * 100$$

INTERROGATION	RESPONSE	FREQUENCY	PERCENTAGE
The importance of brand image	Strongly Agree	41	38.7
	Agree	41	38.7
	Neutral	16	15.1
	Disagree	8	7.5
	<b>TOTAL</b>	<b>105</b>	<b>100</b>
Quality comparison	Strongly Agree	26	24.5
	Agree	51	48.1
	Neutral	23	21.7
	Disagree	6	5.7
	<b>TOTAL</b>	<b>105</b>	<b>100</b>
The impact of after-sales service on the purchase decision	Strongly Agree	29	28.4
	Agree	48	47.1
	Neutral	23	22.5
	Disagree	2	2
	<b>TOTAL</b>	<b>105</b>	<b>100</b>

**INTERPRETATION:**

- The majority 38.7% (41) of the respondents consider brand image to be very important, while an equal percentage consider it important.
- The majority 48.1% (51) of the respondents agree that well-established brands have better quality compared to lesser-known brands.
- The majority 47.1% (48) of the respondents consider this factor important.

**GARRETT RANKING****RANK OF MOTORBIKE BRANDS BASED ON DECISIONS OF THE CONSUMER****BEHAVIOUR**

FACTORS	I	II	III	IV	V	VI	VII	VIII	IX
Hero	16	23	21	4	5	8	11	8	3
Royal Enfield	12	20	25	6	7	5	10	10	4

Yamaha	9	20	17	9	5	11	9	9	10
Tvs	10	15	14	9	11	14	11	7	6
Ktm	18	11	11	7	14	9	9	16	4
Suzuki	17	14	9	6	5	15	17	5	10
Bajaj	18	9	15	5	7	9	14	13	9
Triumph	22	7	14	4	6	13	15	12	6
Honda	22	10	13	5	4	7	11	17	10

S.No.	$100(R_{ij}-0.5)/N_{ij}$	Calculated Value	Garret Value
1	$100(1-0.5)/7$	7.14	79
2	$100(2-0.5)/7$	21.42	66
3	$100(3-0.5)/7$	35.71	58
4	$100(4-0.5)/7$	50	50
5	$100(5-0.5)/7$	64.28	43
6	$100(6-0.5)/7$	78.57	35
7	$100(7-0.5)/7$	92.85	22

1	2	3	4	5	6	7	total	Mean	Rank
2133	2508	3074	2000	817	245	308	11085	55.98	2
1343	2706	2494	2150	989	525	352	10559	53.33	3
1501	528	986	1650	1419	1225	1166	8475	42.80	7
474	726	1508	1450	1892	1995	572	8617	43.52	6
5688	2772	1392	800	516	665	264	12097	61.10	1
1817	1650	522	950	2064	1260	836	9099	45.95	5
3239	2046	1392	950	817	980	814	10238	51.71	4

**INTERPRETATION:**

Hero ranks first with the highest total score of 5643, indicating it is the most preferred brand among consumers. Royal Enfield and KTM follow closely, reflecting strong brand preferences. Suzuki ranks the lowest, suggesting it's the least preferred option based on the surveyed consumer behaviors. Many consumers showed a clear preference for Hero and Royal Enfield, highlighting these as the leading brands

**WEIGHTED AVERAGE MEAN****RANK OF EXPECTING FEATURES FROM MOTORBIKE BRAND**

Decisions	Strongly Agree	Agree	Neural	Disagree	Strongly Disagree	Weighted score	Mean score	Rank
Brand Reputation & Heritage	36	41	16	3	3	401	4.05	1
Performance & Reliability	23	54	16	3	2	387	3.95	2
Design and Aesthetics	22	48	19	8	2	377	3.81	5
Price and value of money	24	51	17	4	3	386	3.90	4
Fuel efficiency and maintaining cost	30	42	22	2	3	391	3.95	2

**INTERPRETATION:**

The analysis of consumer decisions in the motorbike industry reveals that Brand Reputation and Heritage is the most influential factor, with the highest mean score of 4.05, indicating that consumers highly value a trusted and established brand. Performance and Reliability along with Fuel Efficiency and Maintenance Cost follow closely, both scoring a mean of 3.95, showing that consumers prioritize quality and long-term affordability. Price and Value for Money also play a significant role but are slightly less influential. Design and Aesthetics, with the lowest mean score of 3.81, suggest that while appearance matters, functionality and brand trust are more decisive.

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## SUGGESTION

To attract buyers, companies should target the 18–24 age group with youthful designs, financing options, and digital marketing. Emphasizing affordability and reliability through TV and print ads can widen reach. Enhancing after-sales service and offering trade-in or upgrade programs will boost loyalty. Adopting strategies from top brands like Hero and Royal Enfield can strengthen market presence and brand image.

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## CONCLUSION

A strong brand image greatly influences consumer buying behavior in the motorbike industry. Factors like brand trust, product quality, emotional connection, marketing, and after-sales service shape consumer decisions. Well-known brands are often linked with reliability and personal identity. To build loyalty and attract customers, companies must focus on consistent quality, strategic marketing, customer engagement, and excellent service, helping them stand out in a highly competitive market.

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