



# EXPLORATION OF BRAND PERSONALITY DIMENSIONS AND ITS RELATIONSHIP WITH HUMAN PERSONALITY AND A REFERENCE TO MOTORBIKES

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## ABSTRACT :

This study examines the key dimensions of brand personality in the motorbike industry and its influence on consumer behaviour. By analysing traits such as ruggedness, sophistication, and excitement, the research identifies how motorbike brands like Harley-Davidson, Ducati, and Yamaha cultivate distinct identities to appeal to different consumer segments. The study further explores the relationship between human personality traits and brand personality, investigating why individuals gravitate toward brands that align with their self-image, such as adventurous riders preferring bold, freedom-driven brands.

Additionally, the research delves into consumer preferences and decision-making processes, assessing how brand personality shapes purchasing choices. It evaluates the impact of these personality dimensions on brand loyalty and engagement, determining whether strong brand identity fosters long-term customer relationships. Finally, the study provides actionable insights for marketers in the motorbike industry, suggesting strategies to enhance brand positioning, emotional connections, and competitive differentiation. By understanding these dynamics, businesses can better tailor their branding efforts to resonate with target audiences and drive consumer loyalty. The findings contribute to both academic literature on brand personality and practical marketing applications in the automotive sector.

**Keywords:** “Brand Personality”, “Consumer Behaviour”, “Motorbike Industry”, “Brand Loyalty”, “Marketing Strategies”

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## INTRODUCTION

Brand personality refers to the human-like traits attributed to a brand, shaping its identity and fostering emotional connections with consumers. Just as people have distinct personalities, brands express themselves through values, aesthetics, and communication styles, influencing consumer preferences. This concept is rooted in consumer psychology, where individuals gravitate toward brands that mirror their own traits—for example, adventurous consumers may prefer daring, rugged brands.

## OBJECTIVES OF THE STUDIES

- To study the Key Dimensions of Brand Personality in the Motorbike Industry
- To Analyse the Relationship Between Human Personality Traits and Motorbike Brand Personality
- To Explore Consumer Preferences and Decision-Making Processes
- To Assess the Impact of Brand Personality on Consumer Loyalty and Engagement
- To find Insights for Marketing Strategies in the Motorbike Industry

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## RESEARCH METHODOLOGY

### RESEARCH METHDOLOGY:

Research methodology is a way to systematically solve the research problem. It deals with various steps that were generally adopted by studying research problems. It is necessary for the researcher to know not only the research methods / techniques but also the methodology.

### SAMPLING TECHNIQUE:

Convenience sampling techniques were adopted in the selection of sample units. About 133 respondents in Coimbatore were chosen for the study.

**COLLECTION OF DATA:**

The study depends upon both primary and secondary data.

**PRIMARY DATA:**

Primary data is a type of data that is collected by researchers directly from main sources through interviews, surveys, experiments, etc. Primary data are usually collected from the source-where the data originally originates from and are regarded as the best kind of data in research.

**SECONDARY DATA:**

Secondary data is the data that has already been collected through primary sources and made readily available for researchers to use for their own research. It is a type of data that has already been collected in the past. Sources of secondary data include books, personal sources, journals, newspapers, websites, government records etc. Secondary data are known to be readily available compared to that of primary data. It requires very little research and needs for manpower to use these sources.

**AREA OF STUDY:**

The present study carried among entrants in malls in Coimbatore.

**TOOLS FOR ANALYSIS:**

The tools used for the data analysis in the research are:

1. Simple Percentage Analysis

**SIMPLE PERCENTAGE ANALYSIS:**

Simple percentage refers to a special kind of ratio. These were used to describe relationships; they reduce everything to a common base and thereby allow meaningful comparisons to be made.

$$\text{Simple Percentage} = \frac{\text{Total number of respondents}}{\text{Total number of samples}} \times 100$$

**LITERATURE REVIEW**

**Torelli et al. (2012)** This study found that while some brand personality traits (e.g., sincerity, excitement) are universal, others (e.g., sophistication) vary by culture, highlighting the need for culturally tailored branding strategies.

**Aaker & Fournier (2014)** Their research showed that brand personality shapes consumer perceptions, purchase intentions, and brand advocacy, helping brands stand out and build emotional equity in competitive markets.

**Vallaster & von Wallpach (2013)** They emphasized that brand authenticity strengthens consumer trust and loyalty by making personality traits (e.g., sincerity, excitement) more credible and emotionally compelling.

**Keller (2013)** He emphasizes the importance of brand resonance, where consumers not only identify with a brand but also build a long-term, meaningful connection. He suggests that brands with strong personalities are better positioned to foster brand loyalty, as they resonate more deeply with consumers' self-concepts.

**RESULTS AND DISCUSSION :****THE AFFECT OF AMBIANCE IN SHOPPING MALL OF THE RESPONDENTS**

Personality Trail	No. of. Respondents	Percentage
Rugged and tough	61	46.2
Sporty and fast	17	12.9
Stylish and modern	115	87.1
Reliable and practical	112	84.8
Luxurious and premium	3	2.3

**INTERPRETATION:**

The data shows most respondents prefer being "Stylish and Modern" (87.1%) and "Reliable and Practical" (84.8%), highlighting a strong preference for contemporary yet functional traits. A smaller group identifies as "Rugged and Tough" (46.2%), while few prioritize "Sporty and Fast" (12.9%) or "Luxurious and Premium" (2.3%). Overall, the group values modernity, dependability, and style over luxury or speed.

**FINDINGS**

- Most respondents own motorcycles from Honda (43.7%) and Royal Enfield (42.8%), reflecting their strong market presence.
- Nearly all respondents (98.4%) use their motorbikes for family purposes, either exclusively (49.2%) or in combination with solo rides (49.2%).
- A large majority (81.1%) ride their motorbikes weekly, indicating regular usage.
- Most respondents report mileage either above 35 kmpl (45.5%) or between 15-25 kmpl (47%), suggesting generally good fuel efficiency.
- Riders are evenly split between adrenaline-seeking (44.7%) and relaxing experiences (44.7%), with a small minority (10.6%) favouring exploration.

**SUGGESTIONS:**

This study investigates how brand personality influences consumer behaviour in the motorbike industry, focusing on key dimensions like ruggedness, excitement, and sophistication. It examines the alignment between riders' personalities and brand identities, exploring why certain consumers prefer brands that reflect their self-image (e.g., rebels choosing Harley-Davidson). The research analyses how these personality traits affect purchasing decisions and brand loyalty in a market where bikes represent lifestyle and identity. Using mixed methods - surveys to measure brand perceptions and interviews to understand emotional connections - the study identifies which personality dimensions most strongly drive consumer engagement. The findings will help marketers develop targeted branding strategies that resonate with specific rider segments, from adventure-seekers to luxury enthusiasts. By revealing the psychological connections between riders and brands, this research offers practical insights for creating stronger brand identities and fostering lasting customer relationships in the competitive motorbike market. The results will benefit both academic understanding of brand personality and industry marketing practices.

**CONCLUSION:**

In conclusion, understanding the alignment between brand personality dimensions and human personality traits provides valuable insights into consumer behaviour, particularly in the motorbike industry. Aaker's framework, which includes dimensions such as sincerity, excitement, competence, sophistication, and ruggedness, offers a clear understanding of how these traits manifest in motorbike brands. For example, Harley-Davidson embodies ruggedness, appealing to consumers who seek adventure and freedom. By aligning brand personality with consumer traits, manufacturers can create stronger emotional connections, fostering brand trust, loyalty, and advocacy. This approach helps brands tailor their products and marketing strategies to resonate with their target audience, ensuring deeper consumer engagement and long-term success.

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