

# Brand Perceptions and Consumer Purchasing Decisions of Hero MotoCorp in the Philippines

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**Abstract**— This study analyzes the relationship of Brand Perception and Consumer Purchasing Decision in the context of the Hero MotoCorps in the Philippines. As the motorcycle market rapidly grow in this country, it become the crucial part for businesses to understand the factors influences consumer choice and enhancing their market position. Brand Perception, that encompasses the beliefs and attitudes of consumers about Hero MotoCorps, plays a significant role in shaping their purchasing decisions, the demographic profile affects how consumers view the brand and influence their purchasing decision. By using a quantitative research design and online survey with 150 respondents, highlights that Hero MotoCorps brand perception influences several key stages of consumer motorcycle purchasing journey. The consumers have their own knowledge about Hero MotoCorps that shapes how they interpreted based on their needs, options, decisions, and feel about their purchase. This provides insight for Hero MotoCorps to focus on cultivating a positive brand image to have a positive impact.

**Keywords** – Hero MotoCorps, Brand Perception, Consumer Purchasing Decision, Consumer, Brand Image.

## I. INTRODUCTION

*“Products are made in the factory, but brands are created in the mind.” – Walter Land*

In today's consumer landscape, a brand's worth extends beyond its material qualities of what it represents. Brand perception is the aggregate of how consumers view a brand based on their experiences, interactions, and expectations. Keller (2022) emphasizes that brand equity is increasingly influenced by digital engagement, personalized consumer experiences, and sustainability initiatives, which help shape consumer perceptions and foster long-term loyalty. These perceptions significantly influence consumer behavior, fostering loyalty and differentiation in competitive markets. Building a good brand is just as important to Hero MotoCorp, the

world's largest two-wheeler manufacturer, as producing durable motorcycles. Understanding consumer perceptions and how they influence purchasing decisions is critical for developing a brand that is relevant in a competitive market.

Globally, the motorcycle industry plays a pivotal role in addressing mobility challenges, particularly in densely populated and rapidly urbanizing regions. The need for reasonably priced and effective transportation options is expected to propel the worldwide motorcycle industry to \$130 billion by 2030, according to a report by Allied industry Research (2022). To keep their market share and appeal to a wide range of customers across continents, major players like Hero MotoCorp, Honda, and Yamaha make significant investments in brand-

building initiatives. Product innovation, sustainability initiatives, and digital marketing trends are having a rising impact on brand perception in emerging countries like Southeast Asia (Statista, 2023). These elements demonstrate how consumer preferences and expectations are changing globally in the motorbike sector.

Hero MotoCorp's position as a leading two-wheeler manufacturer stems from its strong presence in developing countries, where motorcycles are an essential mode of transportation. In countries such as India, Indonesia, and Vietnam, the company has built a reputation for affordability, durability, and fuel efficiency (Hero MotoCorp Annual Report, 2023). However, global competitors such as Honda and Yamaha consistently challenge Hero's dominance by leveraging advanced technology, stronger brand equity, and localized marketing campaigns tailored to specific regions (McKinsey & Company, 2021). This competitive landscape underscores the importance of understanding and enhancing brand perception to maintain relevance.

The motorcycle industry in the Philippines reflects the broader trends observed in Southeast Asia but with unique national and cultural nuances. As reported by the Philippine Statistics Authority (2022), motorcycles and tricycles accounted for 67% of the registered motor vehicles in the country, highlighting their significance in the transportation ecosystem. Filipino consumers value affordability, reliability, and fuel efficiency when choosing motorcycles (Lomboy, 2023). Established brands like Honda and Yamaha have maintained strong footholds in the Philippines by aligning their products with these consumer priorities. Hero MotoCorp, a relatively newer entrant, faces the challenge of carving out its market share and building a positive brand image in this competitive environment.

At the regional level, the Philippines presents distinct consumer dynamics shaped by economic disparities and geographic challenges. For example, motorcycles are a lifeline in rural areas where public transportation is limited (Department of Transportation, 2023). Urban areas, on the other hand, demand motorcycles that combine efficiency with modern design and technology. Hero MotoCorp's success in addressing these regional variations relies heavily on its ability to

align its branding and marketing strategies with the specific needs of Filipino consumers.

On a local level, Filipino motorcycle buyers often rely on peer recommendations, community-based reviews, and online platforms to guide their purchasing decisions (Lomboy, 2023). Brand perception in the Philippines is also influenced by social media campaigns and promotions that appeal to Filipino values such as family orientation and practicality (Santos, 2022). While Hero MotoCorp has made initial strides in penetrating the market, its brand remains overshadowed by established players, highlighting the need for targeted strategies to enhance its presence in the country.

Despite the growing importance of brand perception in consumer purchasing decisions, there is a lack of research that specifically explores this relationship in the context of Hero MotoCorp in the Philippines. Existing studies primarily focus on global trends or established brands, leaving a gap in understanding how Hero's brand is perceived by Filipino consumers and how this perception influences their purchasing behavior. This study seeks to address this

gap by providing insights into the unique factors shaping brand perception and purchasing decisions in the Philippine market.

This study is significant as it offers practical insights for Hero MotoCorp and other industry stakeholders aiming to strengthen its market presence in the Philippines. By identifying the factors that influence Filipino consumers' perceptions and purchase decisions, this research can guide companies in developing effective branding and marketing strategies that resonate with local preferences. Moreover, the findings can contribute to the broader literature on consumer behavior and brand management in emerging markets.

The primary objective of this study is to examine the relationship between brand perceptions and consumer purchasing decisions for Hero MotoCorp in the Philippines. Specifically, it aims to: identify the key factors shaping Filipino consumers' perceptions of Hero MotoCorp; analyze how these perceptions influence the purchasing decisions; and provide actionable recommendations for improving Hero MotoCorp's brand image and market performance in the Philippine context.

This study anchor to the Aaker's Brand Equity Model that connects to brand perceptions. This model emphasizes brand awareness, brand associations, perceived quality, and brand loyalty. The study can use these dimensions to measure how Filipino consumers perceive Hero MotoCorp's brand value in a competitive motorcycle market. Brand Awareness this is the extent to which consumers recognize and recall Hero MotoCorp as a brand in the motorcycle market. Higher awareness increases the likelihood of Hero MotoCorp being considered during purchase. Low awareness may result in consumers choosing more familiar local or established competitors (e.g., Honda, Yamaha, Suzuki). While, Brand Associations which the attributes, emotions, and qualities consumers associate with Hero MotoCorp that might Influence on Purchasing Decisions such as Associations with affordability, fuel efficiency, and reliability may attract budget-conscious Filipino consumers. If Hero MotoCorp is perceived as innovative or high-quality, it may appeal to those looking for long-term value. Positive associations with the brand's after-sales service, spare parts availability, or customer care can build trust. Negative associations, like poor durability or lack of cultural fit, may deter consumers.

Moreover, Perceived Quality is about the Consumers' perception of the overall quality and superiority of Hero MotoCorp's products compared to competitors. A high perceived quality (e.g., durable bikes, excellent mileage) can create a competitive advantage in the price-sensitive Philippine market. If perceived as subpar compared to competitors like Honda or Yamaha, Filipino consumers may choose more established brands, even if Hero MotoCorp offers lower prices. Factors such as safety, design, and advanced features can enhance perceived quality.

Lastly, Brand Loyalty this the extent to which existing customers repeatedly purchase Hero MotoCorp motorcycles and recommend them to others. High brand loyalty can influence others through word-of-mouth referrals in a collectivist culture like the Philippines. Loyal customers may become brand advocates, particularly in rural or small-town communities where trust plays a big role in purchase decisions. Low loyalty might indicate poor after-sales service, unmet expectations, or product dissatisfaction.

On the other hand, Consumer Decision-Making Process Model relates to consumer purchasing decisions can be mapped across the five stages of the model. Here's an analysis: Need Recognition which consumer identifies a need or problem that requires a solution. The factors influencing need recognition are practical needs: the need for affordable and reliable transportation, especially in areas where public transport is limited. Aspirational Needs this is the Desire for a motorcycle as a status symbol or for leisure activities (e.g., road trips). Also, External Triggers this is the promotions, advertisements, or peer recommendations that make consumers consider Hero MotoCorp motorcycles. Lastly, economic factors in which Rising fuel prices or limited household budgets may make Hero MotoCorp's fuel-efficient models more appealing.

Additionally, Information Search, this is the consumer gathers information about potential solutions to their identified need. Factors Influencing Information Search might be the brand awareness: The visibility of Hero MotoCorp in the Philippines through advertising, dealership presence, or word of mouth. Online Reviews and Testimonials: Consumers may look for reviews on social media, websites, or YouTube about the brand's reliability and performance. Peer Recommendations: Filipinos often rely on recommendations from family, friends, and colleagues, especially in a collectivist culture. Accessibility of Information: Availability of product specifications, pricing, and financing options from dealers or online platforms.

Furthermore, Evaluation of Alternatives, the consumer compares available options based on their preferences and priorities. Factors Influencing Evaluation: Price: Hero MotoCorp's affordability compared to competitors like Honda, Yamaha, and Suzuki. Perceived Quality: Durability, fuel efficiency, safety features, and design of Hero MotoCorp motorcycles. After-Sales Service: Availability of spare parts, warranties, and dealership support may affect preference. Competitor Positioning: Established brands like Honda and Yamaha may have stronger reputations, influencing comparisons. Cultural Fit: The design, features, and marketing of Hero MotoCorp must align with Filipino tastes and values.

Moreover, Purchase Decision, the consumer makes the final decision on whether to purchase the product.

**Factors Influencing Purchase Decision:** Financing Options: Availability of installment plans or credit schemes can make Hero MotoCorp motorcycles more accessible to budget-conscious consumers. Convenience: Proximity of Hero MotoCorp dealerships or service centers may play a role. Promotions and Discounts: Limited-time offers, free accessories, or extended warranties can nudge the consumer toward purchase. Brand Trust: If Hero MotoCorp is perceived as reliable and trustworthy, consumers are more likely to choose it over competitors.

Lastly, Post-Purchase Behavior, this is the consumer evaluates their satisfaction with the product after purchase. **Factors Influencing Post-Purchase Behavior:** Product Performance: How well the motorcycle meets the consumer's expectations for quality, durability, and efficiency. After-Sales Service: Accessibility of maintenance services, spare parts, and customer support can influence future loyalty. Word-of-Mouth: Satisfied customers may recommend Hero MotoCorp to others, influencing brand perception in the market. Loyalty Programs: Incentives like discounts on servicing or referrals can encourage repeat purchases and advocacy.

### Statement of the Problem

This study aims to understand how consumers in the Philippines perceive by the Hero MotoCorp brand and how these perceptions influence their purchasing decisions. Hero MotoCorp is a global motorcycle manufacturer, and its presence in the Philippine market presents an opportunity to explore the factors that shape consumer behavior. By examining brand perceptions and their impact on buying choices, the study seeks to provide insights that can help Hero MotoCorp align its strategies with consumer preferences and market demands. Understanding these dynamics is essential for developing approaches that meet the needs of the Philippine motorcycle market.

1. What is the Demographic profile of the respondent in terms of;

- 1.1 Age;
- 1.2 Gender
- 1.3 Civil Status; and,
- 1.4 Income.

2. What brand perceptions influence the purchasing decisions of Hero MotoCorp in the Philippines in terms of:

- 2.1 Brand Awareness
- 2.2 Brand Associations
- 2.3 Perceived Quality
- 2.4 Brand Loyalty

3. What factors influence the consumer purchasing decisions in terms of:

- 3.1 Need Recognition
- 3.2 Information Search
- 3.3 Evaluation of Alternatives
- 3.4 Purchase Decision
- 3.5 Post-purchase Behavior

4. Is there a significant difference in the brand perceptions and consumer purchasing decisions when grouped according to its demographic profile?

5. Is there a significant relationship between brand perceptions and consumer purchasing decisions of Hero MotoCorp in the Philippines?

6. Based on the findings of the study, what action plan can propose?

## II. LITERATURE REVIEW

In order to create a connection between the research objectives and the brand perception and consumer purchasing decision, a survey of the relevant literature was conducted during the current investigation. Literature selected from a wide variety of authors, as well as research conducted by the researchers themselves on topics related to the brand perception and consumer purchasing decision in Hero MotoCorp will be examined and evaluated by the researchers.

### Brand Perception

Understanding consumers' associations with brands is one of the core part of brand management, it is also challenging to measure associations because consumers can associate brand in different aspects such as objects, emotions, activities, sceneries, and concepts (Dzyabura, D., Peres, R., 2021). Over the past decade, there has been a significant increase in the ways that consumers can express who they are.



Personalized marketing and mass customization are the primary influencers of this trend. As a result, numerous businesses and companies have rebranded and repositioned their products in light of this trend. Nowadays, the focus of services extends beyond their functional features to consider how they fit into a customer's lifestyle. As companies like Vodafone Airtel and Hero MotoCorp (formerly Hero Honda) venturing into new markets and media platforms, rebranding is increasingly prevalent in India. Corporate conglomerates are redesigning and rebranding their products and services in response to the trend (Chatterjee, 2019).

The two-wheeler industry could be greatly affected by brand perception. Innovation, customer service, and organizational values have a big impact on the automotive industry's brand image. Competence and reliability are other human attributes that have a big impact on brand perception. Hero MotoCorp's performance and the effect of brand image were examined. Companies can use this research to create plans to improve their brands' performance and image. Effective brand leadership leads to stronger brand management strategies (CH. SAHYAJA, 2018).

Reddy's (2024) study indicated that both Hero Motors and TVS Motors have established strong brand images in the Indian market. However, specific characteristics such as product quality, innovation, and after-sales service impact each brand's image in distinct ways. In selecting a two-wheeler brand, consumers have determined that performance holds the highest importance.

Customers seem to value a vehicle more for its overall riding experience, power and functionality rather than for its price or brand image. These views greatly affect purchasing decisions and loyalty to brands. Hero Motors and TVS have both built a positive brand perception indicating that customers hold high regard and confidence in them. Understanding these subtle customer viewpoints can help both companies in improving their marketing strategies and product development to better match with consumer expectations. Overall, Reddy's study provides valuable insights into the dynamics of brand perception within the competitive motorcycle industry, emphasizing the importance of aligning brand attributes with consumer values to maintain and enhance market position.

## Consumer Brand Awareness

Brand Awareness can be seen in different aspects such as word of mouth that was an effort made by someone by introducing and recommending a product or services, product quality that can be seen in form of durability, reliability and aesthetic means of a product, and advertising that was introduced in the public with the aim of achieving sales (Mahaputra & Saputra, 2021). In the study of Bañbula (2024), establishing brand awareness is an essential initial step in cultivating a positive brand image and enhancing brand equity.

For the motorcycle industry, particularly in emerging markets like the Philippines, brand awareness often hinges on effective marketing campaigns, visibility in retail outlets, and customer recommendations. Hero MotoCorp, the largest two-wheeler manufacturer globally by volume, has entered the Philippine market with strategies aimed at increasing brand awareness through partnerships, localized advertisements, and sponsorships based on Hero MotoCorp Annual Report, 2023. By doing so, Hero aims to compete with entrenched players like Honda, Yamaha, and Suzuki, which already enjoy high awareness among Filipino consumers.

## Brand Associations

One of the most important in marketing concept is the concept of branding. Branding makes all the company different from the other competitors. In the study of Lee and Choi (2023), it stated that digital and social media platforms influence brand associations by allowing the brand to create a deeper and emotional connections with their consumers. Brand association are also linked to consumer trust, and research over the years has shown that trust in brand can influence how associations are formed (Sweeney and Wyner 2021).

In the motorcycle industry, brand associations often relate to attributes like reliability, affordability, design, performance, and after-sales service. In the context of Hero MotoCorp, the company aims to create associations with "affordability" and "fuel efficiency" to position itself as a value-for-money brand in the Philippines (Hero MotoCorp Annual Report, 2023). However, competing brands like Honda and Yamaha already hold strong associations

with quality and innovation, making it a challenging market for Hero MotoCorp to establish itself.

### **Perceived Quality**

We observed that more often consumers purchase a product through social media, it is also seen that some consumers do not satisfied with the product that they buy on the social media platform. According to Muhammad 2021, they believed that the actual problem here is the difference of the product picture and the actual product that they received. In the study of Keller (2021), it further discusses how digital marketing and e-commerce platforms altered the traditional dynamics of perceived quality. Brands that are transparent about their practices and quality control mechanisms are perceived as offering higher-quality products, as transparency builds consumer trust. (Delmas & Burbano, 2020) Also, Brands that communicate their quality standards effectively through marketing efforts are more likely to give confidence in consumers and enhance the perceived quality (Lee and Choi, 2023).

In the motorcycle industry, perceived quality includes attributes such as durability, fuel efficiency, design, and after-sales service (Jain & Sharma, 2020). For Hero MotoCorps, the challenge lies in building perceptions of reliability and performance in a market like the Philippines, where consumers often associate quality with established Japanese brands like Honda and Yamaha (Fernandez et al., 2020).

### **Brand Loyalty**

Brand Loyalty is known as a polite attitude, also commitment toward a particular brand, that builds consumer satisfaction and leads to continued maintenance and purchasing of that brand. Brand loyalty consists of attitudinal and behavioral loyalty, all of which contribute to brand performance (Permata, N., Artha, B., & Hadi, A. 2023). In the study of Hossain and Kibria (2024) emphasizes the significance of engagement, authenticity, and personalized experiences in brand loyalty on social media platforms. Customers may develop a strong affection towards a brand when they have received what they anticipated when using the particular product or service (Andini, A., & Tuti, M. 2024). In the motorcycle market, brand loyalty is often driven by factors like reliability, performance, after-sales

service, and emotional resonance with the brand (Jain & Sharma, 2020).

### **Consumer Purchasing Decision**

Consumer decisions are not always purely rational, emotions and psychological factors often play a dominant role. In the study of Gao, X. et al. (2020) suggest that emotional appeals in advertising significantly impact consumer purchasing decisions, especially when the product is associated with lifestyle, identity, or self-expression. Moreover, consumer trust also play significant role that is influencing purchasing decisions of a consumer. Sweeney and Wyner (2021) argue that when consumer trust a brand, they are more likely to purchase from that brand repeatedly. In the study of Niemann et al. (2022) found that the environmental impact of a product and its production process are key considerations in consumer decision-making. Fournier and Avery (2021) highlighted how socially responsible companies that align with consumers' personal values such as diversity, equity, and inclusion are more likely to be chosen by the consumers other than its competitors.

### **Need Recognition**

According to Bahl et al. (2021), that need recognition is more influenced by a consumer's personal values and ethical considerations. This has resulted in a more conscious form of need recognition, where consumers are not prompted by functional needs but also by emotional and ethical concerns. On the other hand, Mandel and Johnson (2023) emphasizes how economic downturns can create a shift from non-essential to essential goods, with consumers suddenly recognizing the need for practical, long term investments.

For Hero MotoCorp, need recognition in the Philippines is influenced by the growing demand for cost-effective and reliable modes of transportation, driven by increasing urbanization, rising fuel prices, and heavy traffic congestion (LTO, 2022).

### **Information Search**

As information search is increasingly driven by digital platforms, consumer reviews and ratings have gained prominence. According to Kim and Ko (2022) consumers not only trust reviews posted on any e-commerce platform but also actively or counterchecking reviews on third-party platform.

Reviews and ratings have become one of the most significant sources of information, especially when a consumer is not that familiar with the product or services. Moreover, According to Zhang et al. (2021) Consumers tend to trust reviews from verified purchasers more than anonymous or unverified users. Consumers engage in either internal search, recalling prior experiences and knowledge, or external search, involving sources like advertisements, word-of-mouth, and online reviews (Solomon, 2018).

In the context of motorcycles, information search is particularly critical due to the high involvement nature of the purchase, where consumers prioritize attributes such as price, performance, durability, and fuel efficiency (Zeithaml, 1988).

### **Evaluation of Alternatives**

Consumer reviews and ratings have long been recognized as part of the key factors in the evaluation of alternatives, In the study of Li and Huang (2021), the availability of user generated content such as reviews and unboxing video of a product has become a dominant source of information during the evaluation phase. According to Steenhaut and Van Herpen (2021) consumers particularly in the younger generations are more likely to evaluate alternatives based on the social and environmental responsibility of a brand. Price continues also a primary consideration when evaluating alternatives, however consumers are becoming price-sensitive. In the study of Chan and Tsang (2021) that price, promotions, discounts, and special offers significantly influence consumers evaluations during alternative assessment phase. For high-involvement purchases like motorcycles, the evaluation process is extensive, as consumers invest significant time and effort to minimize risks and ensure value for money (Solomon, 2018). In the Philippine context, factors like affordability, fuel efficiency, durability, and after-sales service are often prioritized during this stage (Fernandez et al., 2020).

### **The Purchase Decision**

The purchase decision is a critical phase in the consumer buying process, where consumers finalize their choices between competing brands or products. Consumer make a purchase decisions not only based on rational factors but also on emotional appeals like brand identity and emotional connection (Dholakia

and Zhao, 2021). In the study of Mummalaneni et al. (2022) found out that emotions like excitement, curiosity, or even urgency can triggered impulsive decisions of a consumer. Technological advancements have had an effect on motorcycle design and purchase decisions. Electric motorcycles, in particular, have seen a sharp rise in popularity, driven by advancements in battery technology and a growing consumer preference for more environmentally friendly transportation options (Schneider, 2022). Brand loyalty has played a role in motorcycle purchase decisions. A study from Patel and Kaur (2021) indicated that strong brand reputation remains one of the most significant factors in consumers' decisions with established brands. According to Alonso and Pereira (2022) that consumers looking for adventure or off-road motorcycles often gravitate toward smaller, specialized brands. These consumers value performance and specialized design over brand loyalty, showing how diverse consumer needs are shaping the motorcycle market.

### **Post-Purchase Behavior in Consumer Decision-Making**

Consumers who are satisfied with their purchase are more likely to become repeat buyers and brand advocates, while dissatisfaction can lead to product returns, complaints, and negative word-of-mouth (Solomon, 2018). Customer Satisfaction continues to be one of the most significant factors influencing post-purchase behaviour. According to Kumar and Shah (2020) satisfied customers are more likely to engage in positive post-purchase behaviors like repeat purchases, word of mouth, and brand loyalty. Consumers today are also evaluating their overall experience and journey with a brand, from pre-purchase to post-purchase (Park et al. 2021)

In the case of Hero MotoCorp in the Philippines, brand perceptions surrounding affordability and fuel efficiency play a significant role in shaping the post-purchase experience. However, Hero MotoCorp must address potential gaps in its perceived reliability and after-sales service to reduce any post-purchase dissonance and foster loyalty among Filipino consumers (Fernandez et al., 2020).

### III. METHODOLOGY

The Descriptive method, one of the types of quantitative research, was the only approach that was suitable for acquiring the information necessary to accomplish the study's objectives. According to Leanne (2019) "It is a type of research that clearly defines the current state of a certain subject or an identified variable. It provides a systematic observation of a particular phenomenon". (Quantitative Data Collection and Analysis). Using the collected data, the researchers will use an online survey questionnaire that they created to assess the research project's purpose.

When identifying the relationship of brand perception and consumer purchasing decision the correlational method will be able to describe and analyze the relationship of the variables created by the obtained data surveys, allowing the researchers to describe the respondents demographic profile relationship between brand perception and consumer purchasing decision in Hero Motocorps.

In order to perform a descriptive-correlation research design as efficiently as feasible, the researchers will distribute online survey questionnaires via google form to study participants. A Survey Method is a source of questionnaires or polls that researchers will use to get the essential information. A questionnaire will be provided to obtain this information. The survey data will be utilized by the researchers to explore the outcome of the relationship of brand perception and consumer purchasing decision in Hero Motocorps.

The researchers will use single-stage cluster sampling, one of the types of cluster sampling also known as multiple groups, which collects samples for the study topic that the research conducted. Through the use of the single-stage cluster technique, the researcher will be able to construct groupings of respondents in accordance with the needs of the research. These responder categories will be constructed based on demographics, habits, and other population characteristics. According to Mr. Fleetwood (2023), "Cluster sampling is a probability sampling technique where researchers divide the population into multiple groups (clusters) for research. So, researchers then select random groups with a simple random or systematic random sampling technique for data

collection and analysis". (Cluster Sampling: Definition, Method, and Examples).

The phrase "sampling" suggests that there is only one testing round. researchers want to collect a sample of clients from four neighboring cities with a high number. This is an example of cluster sampling using a single stage. Using a sampling technique known as single-stage sampling, researchers in master's in business administration select cities (clusters) at random to serve as samples and collect data for the research project.

To enable getting the difference of demographic profile of the respondents between brand perceptions and consumer purchasing decision in Hero Motocorps, National Capital Region (NCR) consumers from several communities will be selected as respondents. On this list of, selected cities like Mandaluyong and Quezon City were chosen to look for preferred consumers. These cities were selected due to the high number of residents that has motorcycle. This group of consumer respondents will be able to fill in and satisfy the preferred respondents in the research study, and can do it in a manner that meets the data needs.

Each consumer-respondent, who ranges from 22 to 60 years old, will be divided into a group of comparable customers who will serve as respondents for the respective cities. There will be a total of 75 consumer responders from both groups, 150 individuals will reply to the online survey as consumers, making up the total number of consumer respondents.

In order to collect the information required for the research project on the relationship of brand perception and consumer perception, the researchers will carry out an online survey of consumer-respondents in a number of cities located within the NCR.

The questionnaire for the study will be distributed to residents of the cities of Mandaluyong and Quezon City

On the basis of the original context provided by the researchers, an online survey questionnaire was designed and utilized as the primary instrument in the process of gathering and obtaining data. The researchers conducted an initial survey of the provided environment in order to examine the



preferences of consumer respondents in deciding about their perceptions and purchasing decision in addition, the online survey questionnaire incorporates a persuasion technique that demonstrates how respondents persuaded by buying motorcycle in Hero Motocorps. The primary instrument utilized in the execution of the study is extremely simple, and as a result, the method of data collection that it underpins provides the highest degree of convenience achievable.

In order to comprehend the collected data, the researchers will use arbitrary scaling to compute the weighted mean as well as the percentage and frequency distributions. This action will be taken to facilitate their work.

#### Four-Point Likert Scale

NUMERICAL SCALE	MEAN RANGE	VERBAL INTERPRETATION
4	3.25 – 4.00	Strongly Agree
3	2.50 – 3.24	Agree
2	1.75 – 2.49	Disagree
1	1.00 – 1.74	Strongly Disagree

Instead of preparing own online survey questionnaire, the researchers have decided to employ an original context survey questionnaire. The original context survey questionnaire that was designed for data collection reflected the researcher's description of the problems necessary to incorporate the components that were intended to evaluate the demographic profile of respondents, consumers purchasing decision and brand perception. This questionnaire was designed to collect information.

Before commencing the real process of data collection, the consultant of the researcher, a consulting statistician, and the instructor of the subject area each provide guidance regarding the initial context survey questionnaires.

Before obtaining the necessary data, the researchers will need the consent of the customers who answered the online survey in each of the selected cities. Before asking the respondents about participation in the

study, the researchers were obliged to get consent from these consumers by adding it at the first part of online survey. This was done so that the researchers could subsequently approach the respondents about participation in the study. Prior to requesting that respondents complete the online survey questionnaire, the researchers will get the permission at the first page of the online survey questionnaire via google form. For conducting online surveys, at this stage, the researchers will distribute online survey questionnaires to respondents to conduct surveys. Next, the researchers are preparing to begin merging all of the obtained data from the respondents. The final part of the research process, which the researchers will undertake once they have collected all pertinent data. The researchers are going to compute the results, create tables, and then conduct an analysis of the acquired data. Following this, the researchers discuss the significance of any factors that may have come from having the factors that affected consumers in buying at Hero Motocorps, as determined by the research.

After the full survey questionnaire has been completed, the collected data is computed, analyzed, categorized, and interpreted with the aid of percentage calculations and other statistical computations such as percentage and frequency distribution this was used to interpret the number of consumer-respondents and the percentage of respondents who participated. Then weighted mean, with the aid of this statistical formula, the researchers will be able to calculate the weighted average by multiplying the weight per value of the respondent's responses on the choices of main categories of brand perception with the responses of the second section of the survey questionnaire, which addresses the level of persuasion experienced by the respondents. The researchers will then be able to calculate the weighted average. Lastly, regression Analysis, will use the regression analysis to predict the outcome or understand and examine the relationship of the demographic profile of the respondents between brand perception and consumer purchasing behavior in Hero motocorps.

#### Reliability Testing

<b>Reliability Test Result</b>			
	<b>Cronbach's Alpha</b>	<b>Findings</b>	<b>Interpretation</b>
<b>Brand Perception's influence to Purchase Decision</b>			
Brand Awareness	0.903	Excellent (High internal consistency)	Reliable
Brand Associations	0.896	Very Good	Reliable
Perceived Quality	0.886	Very Good	Reliable
Brand Loyalty	0.900	Excellent (High internal consistency)	Reliable
<b>Factors Influencing Purchase Decision</b>			
Need Recognition	0.715	Good (Acceptable reliability)	Reliable
Information Search	0.787	Good (Acceptable reliability)	Reliable
Evaluation of Alternatives	0.729	Good (Acceptable reliability)	Reliable
Purchase Decisions	0.795	Good (Acceptable reliability)	Reliable
Post-Purchase Behavior	0.798	Good (Acceptable reliability)	Reliable

The reliability analysis, measured using Cronbach's Alpha, indicates that all constructs in the study exhibit acceptable to excellent internal consistency. In assessing brand perception's influence on purchase decisions, brand awareness ( $\alpha = 0.903$ ) and brand loyalty ( $\alpha = 0.900$ ) demonstrate excellent reliability, while brand associations ( $\alpha = 0.896$ ) and perceived quality ( $\alpha = 0.886$ ) exhibit very good reliability, confirming strong consistency within these measures. Similarly, the factors influencing purchase decisions show good reliability, with information search ( $\alpha = 0.787$ ) and post-purchase behavior ( $\alpha = 0.798$ ) at the higher end of acceptable consistency. Need recognition ( $\alpha = 0.715$ ) and evaluation of alternatives ( $\alpha = 0.729$ ) also meet the threshold for reliability, ensuring that these constructs adequately measure the intended variables. The findings validate the internal consistency of the questionnaire, reinforcing its reliability for assessing consumer perceptions and

purchase behavior related to Hero MotoCorp motorcycles.

#### IV. RESULTS AND DISCUSSION

This chapter is a comprehensive study, analysis, and interpretation of research results for the brand perception and consumer purchasing decision in Hero MotoCorps. This study was conducted to know if there is a relationship between the demographic profile of consumers, brand perception and consumer purchasing decisions. The process of collecting, organizing data, and analyzing the research questions and problems written in the research problem statements is done to achieve the research objectives. The tables shown in this context were generated based on the online survey questionnaire via google form that was distributed to the participants.

##### Demographic Profile of the Respondents

<b>Demographic Profile of the Respondents</b>		
	<b>Frequency</b>	<b>Percentage</b>
<b>Age</b>		
22-30 years old	68	44.4%
31-40 years old	61	39.9%
41-50 years old	21	13.7%
51-60 years old	3	2.0%
<b>Gender</b>		
Female	43	28.1%
Male	109	71.2%
LGBTQ+	1	0.7%
<b>Income</b>		
10,000 PHP to 20,000 PHP	51	33.3%
21,000 PHP to 30,000 PHP	48	31.4%
31,000 PHP to 40,000 PHP	36	23.5%
41,000 PHP to 50,000 PHP	15	9.8%
51,000 PHP and above	3	2.0%
<b>Location</b>		
Mandaluyong City	76	49.7%
Quezon City	77	50.3%
<b>Civil Status</b>		
Single	105	68.6%
Married	46	30.1%
Divorced	2	1.3%
<b>Motorcycle_User</b>		
Yes	137	89.5%
No	16	10.5%

The demographic profile of the respondents reveals that the majority (44.4%) are aged 22-30 years old, followed by those aged 31-40 (39.9%), indicating that most consumers fall within the young to middle adulthood range. The sample is predominantly male (71.2%), with females comprising 28.1% and a minimal representation from the LGBTQ+ community (0.7%). In terms of income, most respondents earn between PHP 10,000 to 20,000 (33.3%) and PHP 21,000 to 30,000 (31.4%), suggesting

that a significant portion belongs to the lower to middle-income brackets. The respondents are almost equally distributed between Mandaluyong City (49.7%) and Quezon City (50.3%). Regarding civil status, the majority are single (68.6%), while 30.1% are married, and a small percentage (1.3%) are divorced. Notably, 89.5% of respondents are motorcycle users, reinforcing the relevance of the study in analyzing consumer perceptions and purchasing behavior within the motorcycle market.

*Table 1. Respondents' Level of Agreement on their Brand Perception's influence to Purchase Decision in terms of Brand Awareness*

<b>Indicative Statements</b>	<b>Weighted Mean</b>	<b>Verbal Interpretation</b>	<b>Rank</b>
1. I can easily recall Hero MotoCorps when I think about motorcycles.	3.09	Agree	5
2. I heard of Hero MotoCorps through advertising or media.	3.34	Agree	1
3. I can easily identify Hero MotoCorps among its competitors.	3.11	Agree	4

4. I associate Hero MotoCorps with good quality motorcycles.	3.21	Agree	2
5. I am aware of the key features of Hero MotoCorps motorcycles.	3.15	Agree	3
<b>AVERAGE WEIGHTED MEAN</b>	3.18	Agree	

The table 1 shows the average weighted mean of 3.18, it means respondents agreed that brand awareness influence purchase decision. The highest weighted mean of 3.09 heard of Hero MotoCorps through advertising or media. On the other hand, the lowest weighted mean is 3.09 it means respondents can easily recall Hero MotoCorps when think about motorcycles. It indicates that brand perceptions influence the purchase decision in terms of brand awareness.

According to the 2023 Annual Report of Hero MotoCorps, the brand currently entering partnership, having an advertisement, and sponsorship in the Philippines in order to increased its brand awareness. Furthermore, in the study of Banbula (2024) brand awareness is the initial steps in having a positive brand image to the consumers.

*Table 2. Respondents' Level of Agreement on their Brand Perception's influence to Purchase Decision in terms of Brand Associations*

<b>Indicative Statements</b>	<b>Weighted Mean</b>	<b>Verbal Interpretation</b>	<b>RANK</b>
1. When I think of Hero MotoCorps, I think of high-quality motorcycles.	3.16	Agree	5
2. Hero MotoCorps is a symbol of luxury and prestige.	3.34	Agree	1
3. When I think of Hero MotoCorps, I think of modern and stylish design.	3.20	Agree	4
4. When I think of Hero MotoCorps, I think of durability and reliability.	3.29	Agree	3
5. Hero MotoCorps represents a sense of freedom and adventure.	3.32	Agree	2
<b>AVERAGE WEIGHTED MEAN</b>	3.26	Agree	

The table 2 shows the Level of agreement of the respondents on their Brand Perception's influence to Purchase Decision in terms of Brand Associations, The highest weighted mean of 3.34 agreed that Hero MotoCorps symbolizes luxury and prestige. On the other hand, the lowest weighted mean is 3.16. It means respondents agreed that Hero MotoCorps has high quality motorcycles that affects the brand associations of the respondents.

In the Annual Report of Hero MotoCorps (2023), it stated that Hero MotoCoprps creates associations with the word Affordability and Fuel Efficiency in order to position itself as an affordable brand in the Philippines. It also stated at Sweeney and Wyner (2021) that consumer trust in a brand can influence how associations are formed.



*Table 3. Respondents' Level of Agreement on their Brand Perception's influence to Purchase Decision in terms of Perceived Quality*

<b>Indicative Statements</b>	<b>Weighted Mean</b>	<b>Verbal Interpretation</b>	<b>RANK</b>
1. I believe Hero MotoCorps produces motorcycles with excellent performance.	3.28	Agree	3
2. Hero MotoCorps motorcycles are durable and built to last.	3.40	Agree	1
3. Hero MotoCorps offers motorcycles that requires minimal maintenance.	3.24	Agree	5
4. I trust the reliability of motorcycles made by Hero MotoCorps.	3.26	Agree	4
5. Hero MotoCorps provide excellent value for the price.	3.38	Agree	2
<b>AVERAGE WEIGHTED MEAN</b>	3.29	Agree	

The table 3 reveals positive Perceptions of Quality, The highest weighted mean of 3.40 agreed that Hero MotoCorps motorcycles are durable and built to last. On the other hand, the lowest weighted mean is 3.24. This means respondents agreed that Hero MotoCorps offers motorcycle that requires minimal maintenance that affects the perception quality of the respondents. In the study of Jain and Sharma (2020) it stated that perceived quality includes attributes like durability,

efficiency and after-sales services. Brands that is transparent about their practices and quality control are perceived with high-quality products that will lead to consumer trust. Brands that communicate their quality standards effectively through marketing efforts are more likely to give confidence in consumers and enhance the perceived quality (Lee and Choi, 2023).

*Table 4. Respondents' Level of Agreement on their Brand Perception's influence to Purchase Decision in terms of Brand Loyalty*

<b>Indicative Statements</b>	<b>Weighted Mean</b>	<b>Verbal Interpretation</b>	<b>RANK</b>
1. I always choose Hero MotoCorps over other motorcycle brands.	3.10	Agree	5
2. I recommend Hero MotoCorps to my friends or family who are considering buying a motorcycle.	3.33	Agree	1
3. I trust that Hero MotoCorps will meet my needs and expectations better than the other motorcycle brands.	3.20	Agree	4
4. I am willing to pay a higher price for a motorcycle from Hero MotoCorps because of its quality.	3.21	Agree	3
5. I believe Hero MotoCorps provides better long-term value than other brands.	3.29	Agree	2
<b>AVERAGE WEIGHTED MEAN</b>	3.23	Agree	

The table 4 shows the level of agreement of the respondents on their Brand Perception's influence to Purchase Decision in terms of Brand Loyalty. The highest weighted mean of 3.33 will recommend Hero MotoCorps to their friends, family who are planning to buy motorcycle. On the other hand, the lowest weighted mean is 3.10. It indicates that respondents will choose Hero MotoCorps over other motorcycle

brands, and this will have an effect on the brand loyalty of the respondents.

In the study of Andini and Tuti (2024) stated that Consumers can develop a strong affection towards a brand when they have received what they are expected. Brand Loyalty is also driven by factors like reliability, performance, after-sales service, and emotional resonance (Jain and Sharma, 2020).

*Table 5. Summary Table for the Respondents' Level of Agreement on their Brand Perception's influence to Purchase Decision*

Indicators	Weighted Mean	Verbal Interpretation
Brand Awareness	3.18	Agree
Brand Associations	3.26	Agree
Perceived Quality	3.29	Agree
Brand Loyalty	3.23	Agree
<b>AVERAGE WEIGHTED MEAN</b>	3.24	Agree

The respondents generally agree that their brand perceptions influence their purchasing decisions, as indicated by the overall mean score of 3.24. Among the four brand perception dimensions, perceived quality received the highest level of agreement ( $M = 3.29$ ), suggesting that respondents recognize Hero MotoCorp as a brand that offers durable and high-performing motorcycles. Brand associations followed closely ( $M = 3.26$ ), with strong agreement on Hero MotoCorp being linked to durability, prestige, and adventure. Brand loyalty scored slightly lower ( $M = 3.23$ ), indicating that while respondents trust the brand and recommend it to others, their commitment to choosing Hero MotoCorp over competitors is not absolute. Brand awareness ( $M = 3.18$ ) had the lowest

mean but still reflected positive recognition, particularly through media exposure and advertising.

These findings highlight that while consumers have a favorable perception of Hero MotoCorp, strengthening brand loyalty and awareness could further enhance its influence on purchase decisions.

According to Dzyabura and Peres (2021), Understanding consumers' associations with brands is one of the core part of brand management, it is also challenging to measure associations because consumers can associate brand in different aspects such as objects, emotions, activities, sceneries, and concepts. In the study of Chatterjee (2019) Corporate conglomerates are redesigning and rebranding their products and services in response to the trend.

*Table 6. Respondents' Agreement on Factors Influencing Purchase Decision in terms of Need Recognition*

Indicative Statements	Weighted Mean	Verbal Interpretation	RANK
1. I often think about the possibility of owning a motorcycle.	3.37	Agree	5
2. I believe that a motorcycle would be a practical transportation option for my daily needs.	3.58	Strongly Agree	1
3. I feel that owning a motorcycle would give me more freedom in my daily commuting.	3.41	Agree	4

4. I believe a motorcycle would be a more affordable option compared to owning a car.	3.45	Agree	3
5. I feel that motorcycles provide a more enjoyable and flexible way to travel compared to other vehicles.	3.46	Agree	2
<b>AVERAGE WEIGHTED MEAN</b>	3.46	Agree	

The table 6 shows how much people agree that needing a motorcycle influences their decision to buy one. The highest weighted mean of 3.58 believed that motorcycle is a practical transportation option for their daily needs. On the other hand, the lowest weighted mean is 3.37 it means they often think of the possibility of owning a motorcycle, and this will have an effects on the need recognition of the respondents.

In the study of Mandel and Johnson (2023) emphasizes how a economic downturns can create a shift from non-essential to essential. That need recognition influenced by consumers personal values and ethical considerations (Bahl et al, 2021).

*Table 7. Respondents' Agreement on Factors Influencing Purchase Decision in terms of Information Search*

<b>Indicative Statements</b>	<b>Weighted Mean</b>	<b>Verbal Interpretation</b>	<b>RANK</b>
1. Before purchasing a motorcycle, I typically research different brands and models online.	3.50	Agree	3
2. I compare prices from different dealers or websites before making a decision on which motorcycle to buy.	3.58	Strongly Agree	1
3. I often read customer reviews and ratings of motorcycles before making a purchase.	3.48	Agree	5
4. I talk to friends, family, or other motorcycle owners for advice before purchasing a motorcycle.	3.50	Agree	4
5. I watch online videos or reviews to learn more about the performance and features of different motorcycles.	3.57	Strongly Agree	2
<b>AVERAGE WEIGHTED MEAN</b>	3.53	Strongly Agree	

The table 7 shows that people looking to buy a motorcycle engaged in a strong information search process. The highest weighted mean of 3.58 they compare prices from different dealers or websites before making decisions. On the other hand, the lowest weighted mean is 3.48 means they often read other customer reviews and rating before making a purchase, and this will have an effects on the respondents information search.

In the study of Kim and Ko (2022) stated that consumers counter check reviews on third party platform not just on a specific e-commerce platform. This is important to check if the product or service is good and reliable. Consumers engage in either internal search, recalling prior experiences and knowledge, or external search, involving sources like advertisements, word-of-mouth, and online reviews (Solomon, 2018).

Table 8. Respondents' Agreement on Factors Influencing Purchase Decision in terms of Evaluation of Alternatives

Indicative Statements	Weighted Mean	Verbal Interpretation	RANK
1. I compare multiple motorcycle brands to find the one that offers the best value for my money.	3.47	Agree	4
2. When evaluating motorcycles, I consider the performance and features of various models before making a decision.	3.67	Strongly Agree	1
3. I carefully evaluate the fuel efficiency of different motorcycles before making a purchase.	3.44	Agree	5
4. I consider the motorcycle's safety features (ex. ABS, Traction Control) when comparing alternatives.	3.55	Strongly Agree	2
5. I evaluate motorcycles based on the brand reputation and reliability before making my decision.	3.50	Agree	3
<b>AVERAGE WEIGHTED MEAN</b>	3.53	Strongly Agree	

The table 8 shows the agreement of respondents on factors that influencing their purchase decision in Evaluation of Alternatives, The highest weighted mean of 3.67 when consumers are evaluating the performance and features of various models before making a decision. On the other hand, the lowest weighted mean is 3.44 means they carefully evaluate the fuel efficiency of different motorcycles before purchasing, and this will have an effect on the respondent's evaluation of alternatives.

In the study of Chan and Tsang (2021) there are lots of things that influence consumers evaluation during assessment phase such as price, promotions, discounts, and special offers. For high-involvement purchases like motorcycles, the evaluation process is extensive, as consumers invest significant time and effort to minimize risks and ensure value for money (Solomon, 2018). In the Philippine context, factors like affordability, fuel efficiency, durability, and after-sales service are often prioritized during this stage (Fernandez et al., 2020).

Table 9. Respondents' Agreement on Factors Influencing Purchase Decision in terms of Purchase Decisions

Indicative Statements	Weighted Mean	Verbal Interpretation	RANK
1. I am likely to purchase a motorcycle in the next 6 months.	3.22	Agree	5
2. I am confident that I have selected the right motorcycle model for my needs.	3.46	Agree	1
3. I am actively looking for ways to finance or afford the motorcycle I want to buy.	3.28	Agree	4
4. I feel that I have enough information to make an informed purchase decision about motorcycle I want.	3.41	Agree	2
5. The motorcycle of Hero MotoCorps meets all my needs and expectations, and I am ready to purchase it.	3.31	Agree	3
<b>AVERAGE WEIGHTED MEAN</b>	3.34	Agree	



Table 9 shows the agreement on factors influencing purchase decision in terms of purchase decisions, The highest weighted mean of 3.46 says that they selected the right motorcycle model based on their needs. On the other hand, the lowest weighted mean is 3.22 means they will purchase motorcycle in the next 6 months, and this will have an effects on the purchasing decisions of the respondents.

In the study of Dholakia and Zhao (2021), Consumer purchasing decision was not only based on a rational factors but it also based on emotional appeal that consumer gets in to the brand. Emotions like excitement, curiosity, or even urgency in buying a product can triggered impulsive decisions (Mummalaneni et al. 2022).

*Table 10. Respondents' Agreement on Factors Influencing Purchase Decision in terms of Post-Purchase Behavior*

<b>Indicative Statements</b>	<b>Weighted Mean</b>	<b>Verbal Interpretation</b>	<b>RANK</b>
1. I am satisfied with the performance of my motorcycle.	3.33	Agree	3
2. The motorcycle of Hero MotoCorps has met or exceeded my expectations.	3.34	Agree	2
3. I am likely to purchase another motorcycle in Hero MotoCorps in the future.	3.28	Agree	5
4. I have encountered no significant problems or issue with my motorcycle since purchasing it.	3.33	Agree	4
5. I am satisfied with the after-sales service (ex. Maintenance, customer support) provided by the motorcycle dealership.	3.38	Agree	1
<b>AVERAGE WEIGHTED MEAN</b>	3.33	Agree	

The table 10 shows the factors influencing purchase decision in terms of Post-Purchase Behavior, The highest weighted mean of 3.38 says that they are satisfied with after-sales service of Hero MotoCorps. On the other hand, the lowest weighted mean is 3.28 means they will purchase another motorcycle in Hero MotoCorps in the future, and this will have an effects on the post-purchase behavior of the respondents.

In the study of Kumar and Shah (2020) customers that are satisfied are more likely engaging in positive post-purchase behaviors, like they will purchased again to that specific brand of their choice. Consumers today are also evaluating their overall experience and journey with a brand, from pre-purchase to post-purchase (Park et al. 2021)

*Table 11. Summary Table for Respondents' Agreement on Factors Influencing Purchase Decision*

<b>Indicators</b>	<b>Weighted Mean</b>	<b>Verbal Interpretation</b>
<b>Need Recognition</b>	3.46	Agree
<b>Information Search</b>	3.53	Strongly Agree
<b>Evaluation of Alternatives</b>	3.53	Strongly Agree
<b>Purchase Decision</b>	3.34	Agree
<b>Post-Purchase Behavior</b>	3.33	Agree
<b>General Weighted Mean</b>	3.44	Agree

The respondents generally agree that various factors influence their motorcycle purchasing decisions, with an overall mean of 3.44. Among these, evaluation of alternatives ( $M = 3.53$ ) and information search ( $M = 3.53$ ) received the highest levels of agreement, highlighting that consumers actively compare brands, assess performance, and seek information before making a purchase. Need recognition ( $M = 3.46$ ) also plays a significant role, particularly the perception that motorcycles offer affordability, practicality, and flexibility in transportation. Purchase decision ( $M = 3.34$ ) and post-purchase behavior ( $M = 3.33$ ) indicate that while consumers feel confident in their selections and are generally satisfied with Hero MotoCorp

motorcycles, brand loyalty remains an area for improvement.

These findings suggest that Hero MotoCorp could enhance its market positioning by strengthening brand reputation, emphasizing key product features, and improving post-purchase services to build long-term customer commitment.

According to Solomon (2011), he stated that individuals purchase things based on their requirements, own preferences, and financial capability. It also stated on Cravens (1996) that the behaviour of consumers in purchasing a product is expecting to satisfy their needs.

Table 12: Item-Analysis for Respondent's Assessment on Perceived Emotional Impact on Brand Perception's influence to Purchase Decision

Brand Awareness	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted	Findings	Decision
I can easily recall Hero MotoCorps when I think about motorcycles.	.743	.884	Very Good	Retain
I heard of Hero MotoCorps through advertising or media.	.737	.886	Very Good	Retain
I can easily identify Hero MotoCorps among its competitors.	.760	.881	Very Good	Retain
I associate Hero MotoCorps with good quality motorcycles.	.777	.877	Very Good	Retain
I am aware of the key features of Hero MotoCorps motorcycles.	.775	.877	Very Good	Retain
<b>Brand Associations</b>				
When I think of Hero MotoCorps, I think of high-quality motorcycles.	.725	.877	Very Good	Retain
Hero MotoCorps is a symbol of luxury and prestige.	.662	.891	Very Good	Retain
When I think of Hero MotoCorps, I think of modern and stylish design.	.730	.876	Very Good	Retain
When I think of Hero MotoCorps, I think of durability and reliability.	.802	.859	Very Good	Retain
Hero MotoCorps represents a sense of freedom and adventure.	.801	.859	Very Good	Retain
<b>Perceived Quality</b>				
I believe Hero MotoCorps produces motorcycles with excellent performance.	.736	.858	Very Good	Retain

Hero MotoCorps motorcycles are durable and built to last.	.683	.871	Very Good	Retain
Hero MotoCorps offers motorcycles that requires minimal maintenance.	.699	.866	Very Good	Retain
I trust the reliability of motorcycles made by Hero MotoCorps.	.751	.855	Very Good	Retain
Hero MotoCorps provide excellent value for the price.	.750	.855	Very Good	Retain
<b>Brand Loyalty</b>				
I always choose Hero MotoCorps over other motorcycle brands.	.795	.869	Very Good	Retain
I recommend Hero MotoCorps to my friends or family who are considering buying a motorcycle.	.647	.901	Excellent (High Internal Consistency)	Retain
I trust that Hero MotoCorps will meet my needs and expectations better than the other motorcycle brands.	.736	.882	Very Good	Retain
I am willing to pay a higher price for a motorcycle from Hero MotoCorps because of its quality.	.782	.872	Very Good	Retain
I believe Hero MotoCorps provides better long-term value than other brands.	.804	.867	Very Good	Retain

The reliability item analysis for respondents' assessment of Hero MotoCorp's perceived emotional impact demonstrates strong internal consistency, as indicated by the high corrected item-total correlations and Cronbach's Alpha values. All items exhibit "Very Good" reliability, with one item achieving an "Excellent" rating, confirming that the survey effectively measures brand awareness, brand associations, perceived quality, and brand loyalty. The high item-total correlations suggest that each statement contributes meaningfully to the overall

construct, reinforcing Hero MotoCorp's strong brand recall, perceived quality, and consumer trust. Notably, the brand loyalty items, particularly the willingness to recommend and pay a premium, highlight a deep emotional connection with the brand. The fact that no item significantly weakens reliability upon removal underscores the robustness of the instrument, making it a reliable tool for assessing consumer perceptions and informing strategic marketing decisions.

Table 13: Item-Analysis for Respondent's Assessment on Perceived Emotional Impact on Factors Influencing Purchase Decision

Need Recognition	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted	Findings	Decision
I often think about the possibility of owning a motorcycle.	.403	.805	Very Good	Retain
I believe that a motorcycle would be a practical transportation option for my daily needs.	.373	.807	Very Good	Retain
I feel that owning a motorcycle would give me more freedom in my daily commuting.	.459	.796	Good (Acceptable Reliability)	Retain
I believe a motorcycle would be a more affordable option compared to owning a car.	.571	.784	Good (Acceptable Reliability)	Retain
I feel that motorcycles provide a more enjoyable and flexible way to travel compared to other vehicles.	.407	.801	Very Good	Retain
<b>Information Search</b>				
Before purchasing a motorcycle, I typically research different brands and models online.	.582	.784	Good (Acceptable Reliability)	Retain
I compare prices from different dealers or websites before making a decision on which motorcycle to buy.	.468	.795	Good (Acceptable Reliability)	Retain
I often read customer reviews and ratings of motorcycles before making a purchase.	.547	.787	Good (Acceptable Reliability)	Retain
I talk to friends, family, or other motorcycle owners for advice before purchasing a motorcycle.	.609	.779	Good (Acceptable Reliability)	Retain
I watch online videos or reviews to learn more about the performance and features of different motorcycles.	.540	.787	Good (Acceptable Reliability)	Retain
<b>Evaluation of Alternatives</b>				
I compare multiple motorcycle brands to find the one that offers the best value for my money.	.394	.754	Good (Acceptable Reliability)	Retain
When evaluating motorcycles, I consider the performance and features of various models before making a decision.	.411	.752	Good (Acceptable Reliability)	Retain



I carefully evaluate the fuel efficiency of different motorcycles before making a purchase.	.319	.763	Good (Acceptable Reliability)	Retain
I consider the motorcycle's safety features (ex. ABS, Traction Control) when comparing alternatives.	.332	.762	Good (Acceptable Reliability)	Retain
I evaluate motorcycles based on the brand reputation and reliability before making my decision.	.405	.753	Good (Acceptable Reliability)	Retain
<b>Purchase Decisions</b>				
I am likely to purchase a motorcycle in the next 6 months.	.418	.752	Good (Acceptable Reliability)	Retain
I am confident that I have selected the right motorcycle model for my needs.	.495	.741	Good (Acceptable Reliability)	Retain
I am actively looking for ways to finance or afford the motorcycle I want to buy.	.543	.734	Good (Acceptable Reliability)	Retain
I feel that I have enough information to make an informed purchase decision about motorcycle I want.	.585	.727	Good (Acceptable Reliability)	Retain
The motorcycle of Hero MotoCorps meets all my needs and expectations, and I am ready to purchase it.	.437	.750	Good (Acceptable Reliability)	Retain
<b>Post-Purchase Behavior</b>				
I am satisfied with the performance of my motorcycle.	.471	.792	Good (Acceptable Reliability)	Retain
The motorcycle of heromotocorps has met or exceeded my expectations.	.556	.770	Good (Acceptable Reliability)	Retain
I am likely to purchase another motorcycle in heromotocorps in the future.	.607	.751	Good (Acceptable Reliability)	Retain
I have encountered no significant problems or issue with my motorcycle since purchasing it.	.651	.739	Good (Acceptable Reliability)	Retain
I am satisfied with the after-sales service (ex. Maintenance, customer support) provided by the motorcycle dealership.	.630	.744	Good (Acceptable Reliability)	Retain

The item-analysis for respondents' assessment on perceived emotional impact reveals that all items

demonstrate "Good" to "Very Good" reliability, with corrected item-total correlations mostly ranging from

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155

.319 to .651. These values indicate acceptable reliability for the various constructs related to the purchasing decision process, such as need recognition, information search, evaluation of alternatives, purchase decisions, and post-purchase behavior. While some items like [EVA3] and [EVA4] show slightly lower correlations, they still remain within an acceptable range for retaining them.

This suggests that the respondents consistently perceive the factors influencing their decision-making as important, while providing insights into what aspects may require further exploration or refinement in future studies. The Cronbach's alpha values also support the robustness of the instrument, reflecting a reliable scale for assessing consumer perceptions regarding Hero MotoCorp.

### Hypothesis Testing

	NULL HYPOTHESIS	TEST	SIG.	DECISION
1	The distribution of Brand Awareness is the same across categories of Factors Influencing Purchase.	Independent Samples Kruskal Wallis Test	.002	Reject the null hypothesis.
2	The distribution of Brand Associations is the same across categories of Factors Influencing Purchase.	Independent Samples Kruskal Wallis Test	.002	Reject the null hypothesis.
3	The distribution of Perceived Quality is the same across categories of Factors Influencing Purchase.	Independent Samples Kruskal Wallis Test	.000	Reject the null hypothesis.
4	The distribution of Brand Loyalty is the same across categories of Factors Influencing Purchase.	Independent Samples Kruskal Wallis Test	.001	Reject the null hypothesis.

The Kruskal-Wallis test results indicate a statistically significant relationship between brand perceptions (awareness, associations, perceived quality, and loyalty) and the factors influencing motorcycle purchase decisions in the Philippines. With p-values less than 0.05 for each brand perception category, the null hypothesis (that the distribution of each brand perception is the same across different purchasing

factor categories) is rejected. This suggests that consumer brand perceptions of Hero MotoCorp vary significantly depending on the factors they consider important when buying a motorcycle, highlighting the need for Hero MotoCorp to tailor their marketing strategies to specific consumer segments based on their purchasing drivers.

	NULL HYPOTHESIS	TEST	SIG.	DECISION
1	The distribution of Need Recognition is the same across categories of Brand Perception.	Independent Samples Kruskal Wallis Test	.012	Reject the null hypothesis.
2	The distribution of Information Search is the same across categories of Brand Perception.	Independent Samples Kruskal Wallis Test	.058	Retain the null hypothesis.
3	The distribution of Evaluation of Alternatives is the same across categories of Brand Perception.	Independent Samples Kruskal Wallis Test	.018	Reject the null hypothesis.

4	The distribution of Purchase Decisions is the same across categories of Brand Perception.	Independent Samples Kruskal Wallis Test	.000	Reject the null hypothesis.
5	The distribution of Post-Purchase Behavior is the same across categories of Brand Perception.	Independent Samples Kruskal Wallis Test	.000	Reject the null hypothesis.

This Hypothesis Test Summary table reveals the relationship between consumer purchasing decision stages and brand perception for Hero MotoCorp in the Philippines. Using the Kruskal-Wallis test, the analysis found statistically significant differences in the distribution of Need Recognition, Evaluation of Alternatives, Purchase Decisions, and Post-Purchase Behavior across varying levels of Brand Perception ( $p < 0.05$ ). However, Information Search showed no significant difference ( $p = 0.058$ ).

This indicates that brand perception plays a substantial role in how consumers recognize their needs, evaluate alternatives, make purchase decisions, and exhibit post-purchase behavior related to Hero MotoCorp motorcycles. The lack of significance for Information Search suggests that, for this particular aspect of the purchasing process, brand perception may not be a differentiating factor.

## V. CONCLUSIONS

The study highlights that these findings suggest that Hero MotoCorp's brand perception significantly influences several key stages of the consumer motorcycle purchasing journey in the Philippines. Specifically, how consumers perceive the brand affects their initial need recognition, their evaluation of alternative motorcycle options, their ultimate purchase decisions, and their post-purchase behavior. The notable exception is the information search stage, where brand perception doesn't appear to play a significant differentiating role. This implies that while consumers may gather information regardless of their brand perception, their established perception of Hero MotoCorp significantly shapes how they interpret their needs, compare options, decide to buy, and feel about their purchase afterward. Hero MotoCorp should focus on cultivating a positive brand image to positively impact these crucial stages, while recognizing that

information search may be driven by other factors beyond brand perception.

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