

A Study on Customer Awareness, Preferences, and Service Cost Factors Influencing Super Bike Purchase with Special Reference to Kerala

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Abstract

The super bike market in Kerala has witnessed steady growth due to increasing disposable income, lifestyle aspirations, and growing awareness of premium motorcycle brands. This study investigates customer awareness, brand preferences, and service cost factors influencing super bike purchase decisions with special reference to Kerala. Primary data were collected from 109 respondents using a structured questionnaire. Descriptive statistics, correlation analysis, and regression techniques were employed to examine the relationships between variables. The findings reveal that customer awareness of technical specifications, safety features, and brand reputation significantly influences purchase intention. Brand preference, driven by performance, design, and status appeal, also plays a crucial role in decision-making. However, service and maintenance costs emerge as a significant constraining factor, negatively affecting purchase intention among price-sensitive consumers. The study concludes that while awareness and brand positioning positively impact buying behaviour, after-sales service cost considerations remain a key determinant in final purchase decisions.

Keywords: Super Bikes, Customer Awareness, Brand Preference, Service Cost, Purchase Intention, Consumer Behaviour.

Introduction

The Indian premium motorcycle market has experienced remarkable growth over the past decade, driven by rising disposable income, urbanization, and evolving lifestyle aspirations. Super bikes high-performance motorcycles characterized by advanced engineering, superior engine capacity, and premium pricing have gained significant popularity among young professionals and automobile enthusiasts.

In states like Kerala, where there is a strong motorcycling culture and increasing purchasing power, the demand for super bikes has shown noticeable expansion.

Kerala's unique consumer profile, marked by high literacy rates, overseas employment income, and exposure to global trends, has contributed to growing awareness about international and domestic premium motorcycle brands. Customers today are not merely purchasing a mode of transportation but investing in performance, status, technology, and lifestyle identity. However, the purchase decision for super bikes is influenced by multiple factors, including product awareness, brand preferences, peer influence, financing options, and long-term service and maintenance costs.

While awareness and brand appeal often act as motivating factors, service cost considerations such as spare parts pricing, availability of authorized service centers, and periodic maintenance expenses can significantly affect buying decisions. Given the high initial investment and ongoing ownership costs associated with super bikes, understanding these influencing factors becomes crucial for manufacturers, dealers, and marketers.

This study aims to examine customer awareness levels, brand preferences, and service cost factors influencing super bike purchase decisions with special reference to Kerala. By analyzing responses from 109 participants, the research seeks to provide empirical insights into consumer behavior patterns in the premium motorcycle segment and offer practical recommendations for market expansion strategies.

Objectives of the Study

1. To assess customer awareness regarding super bike features.
2. To determine preferences for super bike brands and models.
3. To analyze the influence of service cost factors on buying decisions.
4. To provide insights to manufacturers and dealerships for marketing and after-sales strategies.

Review of Literature

Sudhir, Bhatta, and John (2025) conducted a comprehensive literature review of factors affecting two-wheeler purchases across studies in India. They found that traditional determinants such as fuel efficiency and cost have evolved to include brand image, technological advancements, after-sales service, and resale value. Importantly, the review noted that consumer awareness of product features and brand positioning increasingly shapes choice, as buyers become more informed and compare alternatives before decisions. Their analysis confirms the growing significance of cognitive and experiential factors in purchase behavior beyond basic functional criteria.

Tamang and Gyawali (2025) examined customer preferences among leading two-wheeler brands in Kathmandu Valley, emphasizing the role of product quality, price, and marketing strategies. Their survey of 117 respondents found that income levels and quality perceptions strongly influenced purchase decisions. Brand loyalty emerged as a key factor, with buyers preferring brands that deliver consistent performance and perceived reliability. Though focused on broader two-wheelers, their findings reinforce that brand awareness and consumer preference significantly shape purchase behavior, and that affordability and product perceptions are core factors in competitive markets.

Diwakar Raj and Kannan (2022) analyzed consumer perception across multiple two-wheeler brands and found that brand image, after-sales service, and product quality significantly influence purchase choices. Using weighted average and regression analyses, the study highlighted that consumers with higher awareness of product specifications and service commitments are more inclined to buy premium models. The study also identified that demographic variables such as age and income interact with perception and cost sensitivity, influencing final decisions across brand categories.

Muthukrishnan et al. (2021) highlighted that financial considerations and after-sales service quality are crucial determinants of consumer purchase intentions in the two-wheeler industry. Their research emphasized that consumers articulate clear preferences for cost-linked factors such as price, maintenance cost, and service accessibility when evaluating brands. Preference patterns showed that perceived value and satisfaction with service infrastructure can significantly influence brand loyalty and repurchase intentions. These insights are especially relevant for premium segments like super bikes, where total cost of ownership heavily impacts consumer decisions.

Raj and Kannan (2021) examined the factors influencing two-wheeler purchase decisions in Chennai and highlighted the role of product attributes, comfort, and after-sales service. Their survey-based study found that consumers prioritize factors such as riding comfort, brand reputation, and good after-sales service when choosing a bike. Awareness of these attributes influenced buying intention, suggesting that knowledge of key product features and service expectations enhances purchase readiness. The authors recommended regular consumer research to understand evolving preferences and competitive factors, which underscores the importance of awareness in driving choice among bike buyers.

Rajesh et al. (2018) investigated brand awareness and customer preferences in the motorcycle tyre segment, demonstrating that brand recognition and recall significantly affect consumer decisions. Their study used aided and unaided awareness measures to show that top-of-mind recall influences selection criteria and preference sets. Results indicated that customers with higher brand awareness were more likely to choose brands aligned with their perceptions of quality and reliability. While focused on tyres, the research underlines how awareness of technical and brand information shapes overall purchase behavior in the motorcycle market.

Research Methodology

Research Design

The study adopts a descriptive research design to examine customer awareness, preferences, and service cost factors influencing super bike purchase decisions in Kerala. The descriptive approach helps in understanding the demographic and behavioral characteristics of respondents, while the analytical approach examines the relationship between independent and dependent variables.

Area of Study

The research was conducted in Kerala, focusing on urban and semi-urban regions where premium motorcycle demand is relatively higher.

Population of the Study

The population consists of:

- Existing super bike owners
- Potential buyers
- Motorcycle enthusiasts aware of premium bike brands

Sample Size and Sampling Technique

- Sample Size: 109 respondents
- Sampling Technique: Convenience sampling
- Respondents were selected based on accessibility and willingness to participate.

Sources of Data

The study is based on both primary and secondary sources of data. Primary data were collected directly from 109 respondents in Kerala through a structured questionnaire designed to measure customer awareness, brand preferences, service cost considerations, and purchase intention toward super bikes. The questionnaire consisted of demographic questions and five-point Likert scale statements to capture respondent perceptions accurately. Secondary data were gathered from published research articles, academic journals, books

Data Analysis and Interpretation

The collected data from 109 respondents were analyzed using percentage analysis, correlation, and regression techniques to understand the influence of customer awareness, preferences, and service cost factors on super bike purchase decisions in Kerala.

Demographic Profile of Respondents

Variable	Category	Frequency	Percentage
Gender	Male	92	84.40%
	Female	17	15.60%
Age	18–25	41	37.60%
	26–35	45	41.30%
	Above 35	23	21.10%
Income	Below Rs. 3 Lakhs	28	25.70%
	Rs. 3–6 Lakhs	46	42.20%
	Above Rs. 6 Lakhs	35	32.10%

Interpretation

The majority of respondents belong to the 26–35 age group and are predominantly male, indicating that young professionals form the major segment of super bike consumers.

Customer Awareness Level

Awareness Level	Respondents	Percentage
High	58	53.20%
Moderate	37	33.90%
Low	14	12.80%

Interpretation

More than half of the respondents possess high awareness about super bike specifications, safety features, and brand information, suggesting that buyers actively gather information before purchase.

Brand Preference Analysis

Brand	Frequency	Percentage (%)
Royal Enfield	28	25.70%
KTM	22	20.20%

Yamaha Motor Company	17	15.60%
Ducati	12	11.00%
Honda Motor Company	10	9.20%
Others	20	18.30%

Interpretation

The analysis reveals that brand preference among super bike buyers in Kerala is primarily driven by performance, reputation, and design aesthetics. Royal Enfield lead due to accessibility and brand familiarity.

Importance of Service Cost Factors

Service Cost Concern	Frequency	Percentage
Very High	39	35.80%
High	31	28.40%
Moderate	20	18.30%
Low	12	11.00%
Very Low	7	6.50%

Interpretation

Nearly two-thirds of respondents consider service and maintenance costs as highly important, indicating that ownership expenses significantly influence purchase decisions.

Correlation Analysis

Variables	Correlation (r)	Interpretation
Awareness & Purchase Intention	0.62	Strong Positive Relationship
Preference & Purchase Intention	0.57	Moderate Positive Relationship
Service Cost & Purchase Intention	- 0.45	Moderate Negative Relationship

Interpretation

Higher awareness and stronger brand preference increase purchase intention, whereas higher perceived service costs reduce buying interest.

Regression Analysis

Dependent Variable: Purchase Intention

Variable	Beta Value	Significance
Awareness	0.51	Significant
Brand Preference	0.39	Significant
Service Cost	- 0.28	Significant

Interpretation

Awareness is the most influential predictor of purchase intention, followed by brand preference. Service cost negatively affects purchasing decisions, confirming its role as a limiting factor.

Findings

1. The majority of super bike consumers in Kerala belong to the 26–35 age group, indicating that young professionals form the primary target segment.
2. More than 50% of respondents possess high awareness regarding super bike features, specifications, and brand reputation.
3. Among the preferred brands, Royal Enfield ranks first, followed by KTM and Yamaha, showing a mix of domestic and international brand attraction.
4. Service and maintenance cost is considered highly important by nearly two-thirds of respondents.
5. Correlation analysis indicates a strong positive relationship between awareness and purchase intention ($r = 0.62$).
6. Brand preference also shows a positive relationship with purchase intention ($r = 0.57$).
7. Service cost demonstrates a moderate negative relationship with purchase intention ($r = -0.45$).
8. Regression analysis confirms that awareness is the most influential predictor of purchase intention.

Recommendations

Based on the findings of the study, it is recommended that super bike manufacturers and dealers strengthen customer awareness initiatives through test-ride events, promotional campaigns, and digital marketing strategies to enhance product knowledge and brand visibility. Since service and maintenance cost significantly influence purchase decisions, companies should introduce cost-effective service packages, extended warranties, and prepaid maintenance plans to reduce ownership concerns. Expanding authorized service centers across urban and semi-urban regions of Kerala would further improve customer confidence. Additionally, offering flexible financing options and attractive EMI schemes can encourage middle-income consumers to invest in premium motorcycles. Marketing efforts should emphasize engine performance, design appeal, and lifestyle positioning, as these factors strongly influence brand preference. Continuous market research and effective customer relationship management practices are also essential to sustain long-term customer loyalty in the competitive super bike segment.

Conclusion

The study concludes that customer awareness, brand preference, and service cost factors significantly influence super bike purchase decisions in Kerala. Awareness and brand perception act as strong motivating factors, while service cost operates as a restricting variable in the final decision-making process. As the premium motorcycle market continues to grow, manufacturers must balance performance-driven marketing with cost-effective after-sales strategies. A customer-centric approach focusing on value, service accessibility, and brand engagement will strengthen market penetration and long-term loyalty in the super bike segment.

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