

THE FACTORS AFFECTING CONSUMERS BUYING BEHAVIOR
IN HONDA MOTOR BIKES IN RAWALPINDI



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Abstract

The purpose of this research is to investigate the impact of price sensitivity and brand perceived quality and brand reputation on consumer buying behavior of Honda motor bikes in Islamabad and Rawalpindi. In this study the sample size was 130 customers of Honda motor bikes in Islamabad and Rawalpindi. Multiple Regression, Pearson correlation, Cronbach alpha and descriptive statistics were used for various analyzes of this study.

It is concluded that brand functions including price sensitivity, brand perceived quality and brand reputation had a significant positive impact on consumer buying behavior of Honda brand motor bikes in Pakistan. Furthermore, the consumers indicated that they will continue to purchase consumer buying behavior to generate competitive benefits for the Honda brand motor bikes in the future. It has been recommended that Honda brand motor bikes should pay attention only on brand operations like price sensitivity, perceived quality and brand reputation which is of great significance in the structure of brand equity. The Honda brand motor bikes should practice economic value to their goods, it will be important for them to market connections related to the operations of warranty and social designation.

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