Keywords: motorcycle, brand, style characteristics, style recognition

Motorcycle manufacturers which aim to promote their corporate philosophy and brand image through style characteristics of their products have received the most attention, followed by the front panel. The above conclusion serves as a reference for KYMCO or other motorcycle manufacturers to develop similarly-designed models, resulting in high homogeneity in motorcycle manufacturers' products. Besides, when subjects observe the front view of the motorcycle, the shape of the headlight is the main factor influencing their preference. The study finds that people who focus on style pay more attention to the front panel of the motorcycle. However, in subjects who pay attention to functionality, the rear part of the motorcycle plays a more significant role in their purchase decision. In addition, when subjects observe the front view of the motorcycle, the shape of the headlight is the main factor influencing their preference.

In the identification of motorcycle style, subjects with a design background believe that there is extension in style recognition. However, subjects without a design background believe that there is similarity in style recognition. The study finds that factors such as the subject's gender and ownership of a motorcycle do not affect style recognition. In the identification of motorcycle style, subjects with a design background believe that there is extension in style recognition. However, subjects without a design background believe that there is similarity in style recognition. The study finds that factors such as the subject's gender and ownership of a motorcycle do not affect style recognition. 

The analysis from our survey shows that KYMCO has had brand recognition since the 1990s, but with the evolution of consumer trends, several motorcycle manufacturers have developed similarly-designed models, resulting in high homogeneity in motorcycle manufacturers' products. The analysis from our survey shows that KYMCO has had brand recognition since the 1990s, but with the evolution of consumer trends, several motorcycle manufacturers have developed similarly-designed models, resulting in high homogeneity in motorcycle manufacturers' products.
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