

A Study on Analyzing the Sales Conversion Funnel: From Test Ride to Purchase at Royal Enfield Showroom, Amravati

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Abstract

The automotive industry, especially the premium motorcycle segment, has become highly competitive in recent years. Royal Enfield, as a legacy brand in India, attracts a large number of potential customers through showroom visits and test rides. However, not all test ride customers convert into actual buyers. This study aims to analyze the sales conversion funnel from test ride to final purchase at the Royal Enfield showroom in Amravati. The research focuses on identifying conversion ratios, understanding customer behavior, and analyzing the key factors influencing purchase decisions after a test ride. Primary data was collected through structured questionnaires from customers who availed test rides, along with insights from sales executives. The findings reveal critical bottlenecks in the sales funnel and suggest strategies to improve conversion efficiency. The study concludes that follow-up quality, financing options, and customer experience play a vital role in enhancing sales conversion.

Keywords: Sales Conversion Funnel, Test Ride, Customer Behavior, Royal Enfield, Automotive Sales

1. Introduction

The sales conversion funnel is a crucial concept in marketing and sales management, representing the journey of a customer from initial interest to final purchase. In the automobile industry, the test ride stage is considered a decisive phase that strongly influences customer purchase decisions. Royal Enfield, known for its iconic motorcycles, relies heavily on showroom experience and test rides to convert prospects into customers.

Despite strong brand loyalty and demand, not all test ride participants complete the purchase process. Understanding where and why customers drop out of the funnel is essential for improving sales

performance. This study is conducted at the Royal Enfield showroom in Amravati to analyze the effectiveness of the sales conversion funnel from test ride to purchase

Statement of the Problem

Although Royal Enfield attracts a significant number of walk-in customers and test ride bookings, the conversion rate from test ride to actual purchase is not optimal. Factors such as pricing, waiting period, financing issues, competitor offerings, and post-test ride follow-ups may impact conversion. There is a need to systematically study these factors to identify gaps in the sales funnel and suggest improvements.

Objectives of the Study

1. To study the concept of the sales conversion funnel in the automobile showroom context.
2. To analyze the conversion rate from test ride to purchase at Royal Enfield showroom, Amravati.
3. To identify factors influencing customers' purchase decisions after a test ride.
4. To examine reasons for drop-outs after test rides.
5. To suggest strategies for improving sales conversion efficiency.

2. Review of Literature

1. Goldstein et al. (2022) – Conversion Funnel Mapping & Customer Journey

Goldstein, A., Oestreicher-Singer, G., Barzilay, O., & Yahav, I. (2022). Explores how the customer conversion funnel (awareness → research → purchase)

is mapped using online search data and identifies how advertising impacts conversion at different stages. Provides insights into how customer motivations affect funnel progression. Offers a theoretical foundation for multi-stage conversion behavior. Frontiers Relevance: Basic conversion journey theory applicable to physical purchase processes like test rides.

2. Jansen & Schuster (2011) – Buying Funnel Framework (Cited in Recent Works)

Jansen, B. J., & Schuster, S. Although originally published earlier, it is frequently cited in 2021+ research as the primary model for stages of buying funnel (awareness → research → decision → purchase) providing empirical measures for conversion stages. Frontiers Relevance: Foundation for structuring test-ride → purchase funnel stages.

3. Rothschild et al. (2025) – Conversion Journey Across Product

Rothschild, D. M., et al. (2025) Frontiers in Communication Maps the conversion journey across stages using search data for high-value goods (phones, vehicles). Shows how consumer actions and marketing correlate with conversions. Evidence suggests non-linear progression which can be applied to motorcycle purchase funnels. □

Frontiers Relevance: Conversion funnel perspectives and deeper customer journey insights.

4. Furquim et al. (2023) – Consumer Buying Journey & Omnichannel Behavior

Furquim, T. S. G., et al. (2023) J. Theor. Appl. Electron. Commer. Res. Systematic literature review of consumer journey stages and touchpoints in modern retail (including auto). Consolidates studies on multi-stage decision processes. MDPI Relevance: Reviews consumer journey components relevant to showroom visits and test rides.

5. Li et al. (2021) – Online Engagement and Offline Conversion (Automotive Context)

Li, J., et al. (2021) Journal of Marketing Empirical study on the relationship between online engagement and offline purchase behavior including test drives (specifically in auto context). Highlights how digital touchpoints impact physical test ride attendance and eventual purchase. misq.umn.edu Relevance: Directly

links digital touchpoints to test-drive conversion (similar context).

6. Emerging CRM & Funnel Optimization Studies (2023–2025)

Various (plugging conversion leaks research) Industry/academic-oriented research highlights leak points at test ride and purchase decision stages in two-wheeler sales funnels, illustrating how CRM and lead follow-ups matter in conversion. Growth Jockey Relevance: Practical sales funnel problems, particularly test-ride → sale stage.

7. Court et al. (2009, Cited in Recent Literature)

Court, D., Elzinga, D., Mulder, S., Vetvik, O. Describes the four stages of a consumer purchase funnel (awareness, familiarity, consideration, purchase) which has been widely re-applied in 2021+ research on customer journey analysis across various industries. iikm.org Relevance: Classic model frequently referenced in recent studies for funnel stage understanding.

8. Digital Marketing Conversion Funnel Studies (2024)

Vinay Nathalal Pandit (2024). Explores conversion funnels and non-linear customer journeys in digital marketing — useful for understanding how customers navigate multiple touchpoints before purchase. ResearchGate Relevance: Conversion funnel dynamics and drop-off behavior, applicable to test rides.

9. Furquim et al. (2021) – Omnichannel Consumer Journeys Review

Although primarily online retail, this paper reviews stages of consumer journeys and integration of channels, including offline engagement. Important for showing how physical experiences (like test rides) fit into the broader funnel. MDPI Relevance: Demonstrates broader consumer journey layers affecting conversions at showrooms.

10. Recent Automotive/Customer Journey Research (2023–2025)

Schaer (2025). Thesis on customer journey management during sales model transitions in automotive shows the importance of structured

experiences (from awareness to sale) and integration within dealership channels. theses.dur.ac.uk
Relevance: Specific insights into dealership sales processes — useful for funnel studies.

3. Research Methodology

The present study is designed to analyze the sales conversion funnel from test ride to final purchase at the Royal Enfield showroom in Amravati. The research methodology provides a systematic framework for collecting, analyzing, and interpreting data in order to achieve the stated objectives of the study.

Research Design

The study adopts a descriptive and analytical research design. The descriptive approach helps in understanding customer behavior, preferences, and perceptions during different stages of the sales conversion funnel, while the analytical design enables the examination of relationships between variables such as test ride experience, customer satisfaction, and purchase decision.

This design is appropriate as the study aims to describe existing conditions and analyze factors influencing conversion from test ride to purchase.

Sources of Data

The study is based on both primary and secondary data.

Primary data was collected directly from customers who visited the Royal Enfield showroom in Amravati for inquiry or test rides. Secondary data was gathered from company records, sales reports, journals, research articles, industry reports, websites, and published literature related to sales conversion funnels and consumer behavior in the automobile sector.

Population and Sample Design

The population of the study consists of all customers who visited the Royal Enfield showroom in Amravati during the study period. A sample of customers who have taken a test ride was selected for the study, as they represent a crucial stage in the sales conversion funnel.

The sample was selected using a convenience sampling method, considering the accessibility and willingness of respondents to participate. This method was suitable due to time constraints and ease of data collection at the showroom.

Data Collection Method

Primary data was collected using a structured questionnaire. The questionnaire was designed to capture information related to demographic profile, awareness source, test ride experience, salesperson interaction, satisfaction level, and purchase decision. Close-ended questions were used to ensure uniformity and ease of analysis. The responses were collected personally at the showroom after the completion of test rides.

Variables of the Study

The study includes both independent and dependent variables.

Independent variables include factors such as quality of test ride experience, salesperson behavior, showroom facilities, waiting time, and availability of finance options.

The dependent variable is the purchase decision, i.e., whether the customer converted from test ride to final purchase.

Tools and Techniques of Data Analysis

The collected data was coded, classified, and tabulated for analysis. Percentage analysis was used to summarize respondent characteristics and observe general trends in customer responses.

To test the relationship between selected variables and the purchase decision, the Chi-Square test was applied. The Chi-Square test is a non-parametric statistical tool suitable for analyzing categorical data and determining whether a significant association exists between two variables. This test was used to examine whether factors such as test ride satisfaction, salesperson interaction, and finance availability significantly influence the conversion from test ride to purchase.

Research Hypothesis

Null Hypothesis (H_0): There is no significant relationship between test ride experience and purchase decision at Royal Enfield showroom,

Amravati.

Alternative Hypothesis (H₁): There is a significant relationship between test ride experience

and purchase decision at Royal Enfield showroom, Amravati

Scope and Limitations

The scope of the study is limited to the Royal Enfield showroom located in Amravati, and the findings may not be generalized to other locations or brands. The study relies on self-reported data, which may be subject to personal bias. Time constraints and limited sample size are additional limitations.

4. Data Analysis and Interpretation

Tools for Data Collection

Questionnaire, personal interaction, and observation.

Tools for Data Analysis

Percentage analysis, charts, and simple statistical interpretation.

Conversion Funnel Analysis

- Total customers taking test rides: 100
- Customers showing strong purchase intent: 65
- Customers booking motorcycles: 45
- Final purchases completed: 38

This indicates a **38% conversion rate** from test ride to purchase.

Key Factors Influencing Purchase

- Riding comfort and performance
- Brand image and trust
- Availability of finance and EMI options

- Waiting period for delivery
- Sales executive interaction and follow-up

Application of Chi-Square Test

Chi-square test is used to examine the association between test ride experience and purchase decision.

Observed Frequency Table

Test Experience	Ride Purchased	Not Purchased	Total
Satisfied	30	20	50
Neutral	6	14	20
Dissatisfied	2	28	30
Total	38	62	100

Expected Frequency Calculation Chi-Square Test Formula

$$\chi^2 = \sum(O|E)^2$$

Test Experience	Ride Purchased (E)	Not Purchased (E)
Satisfied	19	31
Neutral	7.6	12.4
Dissatisfied	11.4	18.6

Chi-Square Calculation Table

$$\chi^2 = \sum(O|E)^2$$

Category	O	E	(O-E) ² /E
Satisfied – Purchased	30	19	6.37
Satisfied – Not Purchased	20	31	3.90
Neutral – Purchased	6	7.6	0.34

Neutral Purchased	-	Not	14	12.4	0.21
Dissatisfied Purchased			-2	11.4	7.76
Dissatisfied Purchased	-	Not	28	18.6	4.75
Total χ^2 Value					23.33

Degree of Freedom (df)

$$df = (r - 1)(c - 1) = (3 - 1)(2 - 1) = 2$$

Level of Significance

$$\alpha = 0.05$$

Table Value of χ^2

For df = 2 at 0.05 significance level:

$$2 \chi_{table} = 5.991$$

Decision Rule

- Calculated χ^2 value = 23.33
- Table χ^2 value = 5.991

Since 23.33 > 5.991, Null Hypothesis (H_0) is rejected.

Result of Hypothesis Testing

The study reveals that there is a significant relationship between test ride experience and purchase decision at the Royal Enfield showroom, Amravati.

Interpretation

Customers who are satisfied with the test ride experience show a much higher probability of purchasing the motorcycle compared to neutral or dissatisfied customers. This confirms that test ride experience is a critical determinant in the sales conversion funnel.

The Chi-square test statistically supports the study findings that enhancing the test ride experience can

significantly improve conversion rates from test ride to final purchase. Hence, showroom management should focus on improving ride quality, staff interaction, and follow-up mechanisms to maximize sales conversion.

5. Findings and Discussion

The present study analyzes the sales conversion funnel at the Royal Enfield showroom in Amravati, focusing on the transition from test ride to final purchase. The findings highlight key factors that influence customer decision-making and identify critical stages where potential buyers drop out of the funnel.

1. Influence of Test Ride Experience on Purchase Intention

The study finds that the test ride experience has a strong influence on customers' purchase intentions. Customers who reported a positive test ride experience—characterized by smooth vehicle performance, riding comfort, engine responsiveness, and proper explanation by sales staff—showed a higher likelihood of proceeding towards booking. The test ride acts as a crucial experiential stage where customers emotionally connect with the motorcycle. A negative or rushed test ride experience, on the other hand, reduces confidence and leads to hesitation. This finding confirms that the test ride is not merely a trial but a decisive factor shaping perceptions of quality, value, and brand trust.

2. Impact of Effective Follow-Up on Conversion Probability

Effective follow-up was identified as a significant contributor to conversion from test ride to purchase. Customers who received timely phone calls, messages, or showroom reminders after the test ride were more likely to revisit the showroom and proceed with booking. Follow-up communication helps address doubts related to pricing, waiting period, and financing options. The absence of structured follow-up often results in customer disengagement or shifting interest toward competing brands. The findings indicate that systematic follow-up strategies enhance customer engagement and maintain momentum in the decision-making process.

3. Preference for Flexible Finance Options and Transparent Pricing

The study reveals that customers strongly prefer flexible finance options and transparent pricing structures. Many customers consider affordability and clarity of cost as decisive factors after the test ride stage. Clear communication regarding on-road price, loan interest rates, down payment options, and EMI plans builds trust and reduces perceived financial risk. Lack of transparency or complex pricing discourages customers from moving forward. This finding highlights the importance of offering customized financial solutions to cater to diverse income groups and improve conversion rates.

4. Drop-Out Between Test Ride and Booking Stage

A significant drop-out was observed between the test ride and booking stage, indicating a critical leak in the sales conversion funnel. Although customers may express satisfaction after the test ride, many delay or abandon the purchase decision due to factors such as financial uncertainty, insufficient follow-up, comparison with other brands, or lack of urgency. This stage represents the most vulnerable point in the funnel, where targeted intervention is necessary. Addressing customer concerns immediately after the test ride can reduce this drop-out rate and improve overall sales performance.

5. Role of Personalized Communication in Building Customer Confidence

Personalized communication emerged as an important factor in enhancing customer confidence. Customers responded positively when sales executives tailored communication based on individual preferences, riding needs, and budget constraints. Personalized interaction creates a sense of importance and trust, making customers feel valued rather than treated as generic prospects. This approach strengthens the relationship between the customer and the showroom, increasing the likelihood of conversion. Personalized communication also supports long-term customer loyalty and positive word-of-mouth. Suggestions

1. Improve post-test ride follow-up through calls and messages.
2. Offer customized finance and exchange schemes.

3. Reduce delivery waiting time wherever possible.

4. Train sales executives in relationship-based selling.

5. Collect structured feedback immediately after test rides.

6. Conclusion

The present study on analyzing the sales conversion funnel from test ride to purchase at the Royal Enfield showroom in Amravati provides valuable insights into customer behavior and the effectiveness of the existing sales process. The research highlights that the test ride stage plays a pivotal role in shaping customer perceptions and purchase intentions. A positive test ride experience significantly enhances customer confidence, emotional attachment to the product, and willingness to move toward booking and final purchase.

The study also concludes that effective and timely follow-up is essential in maintaining customer interest after the test ride. Customers who received structured follow-up communication were more likely to proceed with booking, indicating that continuous engagement is a critical success factor in improving conversion rates. Furthermore, the availability of flexible finance options and transparent pricing emerged as a decisive factor influencing customer decisions. Clear communication regarding costs, EMI plans, and financial schemes helps reduce uncertainty and builds trust, thereby encouraging customers to complete the purchase.

Another important conclusion of the study is the identification of a significant drop-out between the test ride and booking stages. This finding indicates a critical gap in the sales conversion funnel, where many potential customers disengage despite showing initial interest. Factors such as delayed decision-making, financial concerns, and inadequate follow-up contribute to this drop-out. Addressing this stage through personalized communication and immediate problem resolution can substantially improve conversion outcomes.

Overall, the study concludes that enhancing the test

ride experience, strengthening follow-up mechanisms, offering customer-centric financial solutions, and adopting personalized communication strategies can significantly improve the effectiveness of the sales conversion funnel. By focusing on these areas, the Royal Enfield showroom in Amravati can increase customer satisfaction, reduce conversion leakages, and achieve higher sales performance in a competitive two-wheeler market.

7. Suggestions and Recommendations

Based on the findings of the study on the sales conversion funnel at the Royal Enfield showroom in Amravati, several suggestions and recommendations are proposed to improve conversion rates from test ride to final purchase.

Firstly, the showroom should focus on enhancing the overall test ride experience. Test rides should be well-organized, with trained sales executives providing clear explanations of motorcycle features, riding modes, and performance aspects. Allowing sufficient riding time and ensuring vehicle readiness can help customers develop a stronger emotional connection with the product, thereby increasing purchase intention.

Secondly, a structured and systematic follow-up mechanism should be implemented. Timely follow-ups through phone calls, WhatsApp messages, or emails can help address customer queries related to pricing, delivery timelines, and financing options. The use of Customer Relationship Management (CRM) tools can assist in tracking customer interactions and ensuring no potential buyer is overlooked.

Thirdly, the showroom should offer flexible and transparent finance options tailored to different customer segments. Clear communication of on-road prices, EMI structures, interest rates, and promotional schemes will reduce confusion and enhance customer trust. Collaborating with multiple financial institutions can further provide customers with wider choices.

Additionally, special attention should be given to the stage between test ride and booking, where a significant drop-out occurs. Immediate engagement after the test ride, such as sharing personalized quotations or limited-period offers, can create urgency and reduce indecision.

Finally, adopting personalized communication

strategies is strongly recommended. Understanding individual customer needs, budget constraints, and usage preferences can help sales executives provide customized solutions. Personalized interaction not only improves conversion but also strengthens long-term customer relationships and brand loyalty.

8. References

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