A Study on Consumer Preference and Satisfaction Towards Royal Enfield Bikes

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ABSTRACT

The Indian two-wheeler market has seen remarkable expansion over the years, with RoyalEnfield standing out as a dominant player, particularly in Chennai District.

As This study examines consumer preference and satisfaction towards Royal Enfield motorcycles by analyzing key factors such as brand image, riding comfort, engine performance, fuel efficiency, pricing, and after-sales service.

The research is based on a structured survey conducted among Royal Enfield owners and potential buyers in Chennai to gain insights into their purchasing behavior, expectations, and overall satisfaction levels.

The findings suggest that Royal Enfield's strong brand legacy, powerful engine performance, and distinct design are major factors influencing consumer preference. Many respondents appreciate the bike's road presence, durability, and suitability for long rides.

However, certain challenges such as high maintenance costs, service network limitations, and fuel efficiency concerns were also highlighted. Despite these challenges, Royal Enfield continues to maintain a loyal customer base due to its unique appeal and consistent market positioning.

This study provides valuable insights for Royal Enfield in enhancing customer satisfaction by addressing service-related concerns and optimizing the ownership experience.

It also serves as a reference for industry stakeholders to understand evolving consumer expectations in the premium motorcycle segment.

Keywords: Consumer Preference, Customer Satisfaction, Royal Enfield, Two-Wheeler Market, Chennai District, Brand Loyalty, Motorcycle Performance.

1.1 INTRODUCTION:

Today's companies are facing their through competition ever. The companies can out perform the competition if they can move from a product and sales philosophy to a marketing philosophy. According to John Chamber "Make your customers the center of your culture". Buyer's satisfaction plays an important role in sustaining his behaviour towards the repeat purchase of further association with the brand. Satisfaction is the level perception of the buyer resulting from comparing the perceived performance of the goods and services in reference to the anticipation of the buyer.

Quality must reflect in every company activity not just in company products quality should be reflected in advertising, services, product literature delivery after sales support spare parts and soon. Quality can always be improved and it is really improved by learning to do things right the first time. When things are doing right the first time. Many costs, such

as salvage and repair are eliminated. Quality is necessary for consumer satisfaction because consumers are becoming more demanding.

1.2 STATEMENT OF THE PROBLEM

Royal Enfield is a company which started its business in 1948 with its product such as bullet and has been a prestigious brand and lived up to its name like a royal till date. Royal Enfield has done quite well all over the world but it has done marvelous business in South India, especially in the city of Bangalore. As the competition from several 100cc two-wheelers is rising, it is very interesting to know whether the current customers of Royal Enfield Bullet are happy with the brand and their opinion about various attributes of Royal Enfield Bullet and their satisfaction.

1.3 OBJECTIVES OF THE STUDY

- To identify the factors influencing in selection of Royal Enfield.
- To analyze the level of preference for new and old model of Royal Enfield.
- To find out the satisfaction level of the respondents users regarding Royal Enfield.
- To offer suggestions to improve the level of customer satisfaction.

1.4 SCOPE OF THE STUDY

This study will helps to evaluate the present position of Royal Enfield among the existing customers. The study helps to identify the important reason why youngsters do likes Royal Enfield, which is the most important feature of Royal Enfield, in which way customers need modification on existing models, how is the level of customer acceptance in the areas of product and services. And also is there any kind of dissatisfaction in mind of existing customers and the reason for their dissatisfaction, etc… Simply the study makes a chance to the firm to delight their customers, ultimately for the existence and earnings in present corporate competition by way of adjusting their products according to the customer needs

1.7 LIMITATIONS OF THE STUDY

- The survey was limited to Chennai District only, so it cannot be generalized to all the location.
- The samples were selected through convenience sampling techniques, which may not give an attractive estimation of the total owners of Royal Enfield vehicles in two-wheeler.
- Duration of is limited to three months only.
- Some of the respondents were non-co-operative.

REVIEW OF LITERATURE:

Bhuvanesh Kumar and Kavitha (2019):

undertook a study titled, "Customer Satisfaction towards Honda Activa with Special Reference to Pollachi Taluk". The main objective is to identify the factors influencing consumers to purchase Honda Active and also to study the effect of advertisement on the purchase decision of the customers. A sample of 110 respondents were taken towards satisfaction of Honda Activa. This study revealed that advertisements play a vital role in the purchase decision of the customers and hence the frequency of Ads shall be increased to create a rapid impact in their minds that lasts for a long time.

Chandu Ravi Kumar and N.D.N Swamy (2015):

made an empirical study titled, "A Study on Consumer Satisfaction towards TVS Motors with Special Reference to Guntur City". The objective of the study is to measure the consumers buying behaviour towards the different models of TVS two-wheelers and to study the factors influencing the consumers to purchase the TVS two-wheelers. As per their findings television is the biggest source of information regarding two-wheelers followed by internet and hoardings.

RESEARCH METHODOLOGY:

3.1 RESEARCH DESIGN

Research design is generally a pure and simplified framework and certain plan for a study that will guide the collection and analysis of data where information needed.

SAMPLING METHOD

To study the Project a Convenient Sampling Method is adopted. The study depends on primary data. A pilot study is conducted to validate the questionnaire and to confirm the feasibility of the study.

SAMPLING SIZE: A sample consisting of 200 respondents adequately representing different socio economic background were purposively selected for the study

3.2 METHOD OF DATA COLLECTION

The data for this study are of two types: -

- Primary data
- Secondary data

PRIMARY DATA

Primary data is the data is collected from the respondent for the first time, it is original in nature. For the purpose of collection of primary data, a well structured questionnaire was framed and filled by the respondents. The questionnaire comprises of close ended as well as open ended questions.

In close ended questions, checklist questions and multiple choice questions are used.

SECONDARY DATA

Secondary data are collected from books, magazines, web sites etc, and both open ended & close-ended questions are incorporated in the questionnaire for the collection of data.

3.3 STATISTICAL TOOLS

The following statistical tools are used in the study

- Percentage Analysis
- ANOVA

PERCENTAGE ANALYSIS

Percentage refers to a special kind of ratio in making comparison between two or more data and to describe relationships. Percentage can also be used to compare the relative terms in the distribution of two or more sources of data.

- Percentage of Respondents = $\dfrac{\text{Number of Respondents}}{\text{Total Respondents}} \times 100$

ANOVA

A statistical analysis tool that separates the total variability found within a data set into two components: random and systematic factors. The random factors do not have any statistical influence on the given data set, while the systematic factors do. The ANOVA test is used to determine the impact independent variables have on the dependent variable in a regression analysis.

## DATA ANALYSIS AND INTERPRETATION:

TABLE – 4.1

AGE WISE CLASSIFICATION

Age	No of respondents	Percentage
18 years - 25 years	98	49
26 years - 35 years	78	39
36 years - 50 years	18	9
Above 50 years	6	3
Total	**200**	**100**

(Source : Primary data)

INTERPRETATION

From the above table it is clear that out of 200 respondents, 98 (49%) of the respondents belongs to the age group of between 18-25 years, 78 (39%) of the respondents belongs to the age group of between 26-35 years, 18 (9%) of the respondents belongs to the age group of between 36-50 years and remaining 6 (3%) of the respondents belongs to the age group of above 50 years.

The maximum 98 (49%) of the respondents belongs to the age group of between 18-25 years.

CHART – 4.1

AGE WISE CLASSIFICATION
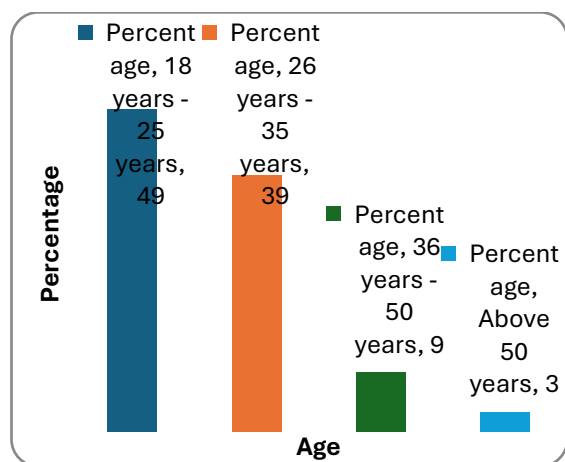
TABLE – 4.2

AREA WISE CLASSIFICATION

Place of Residence	No of respondents	Percentage
Rural	77	38
Urban	66	33
Semi-urban	57	29
Total	**200**	**100**

(Source : Primary data)

INTERPRETATION

From the above table it shows that out of 200 respondents, 77 (38%) of the respondents are living in rural area, 66 (33%) of the respondents are living in urban area and remaining 57 (29%) of the respondents are living in semi-urban area.

Mostly 77 (38%) of the respondents are residing in rural area
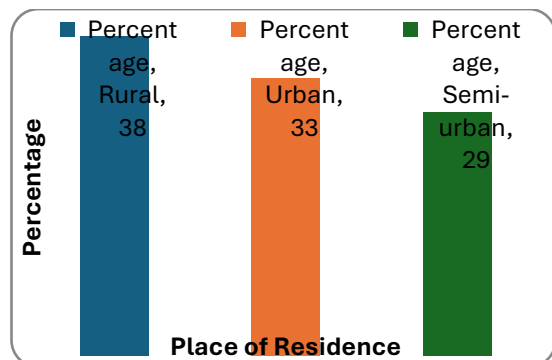
CHART – 4.2

AREA WISE CLASSIFICATION

TABLE – 4.3

GENDER WISE CLASSIFICATION

Gender	No of respondents	Percentage
Male	120	60
Female	80	40
Total	**200**	**100**

(Source : Primary data)

INTERPRETATION

From the above table it is clear that out of 200 respondents, 120 (60%) of the respondents are male and the remaining 80 (40%) of the respondents are female.

Majority120 (60%) of the respondents are males.
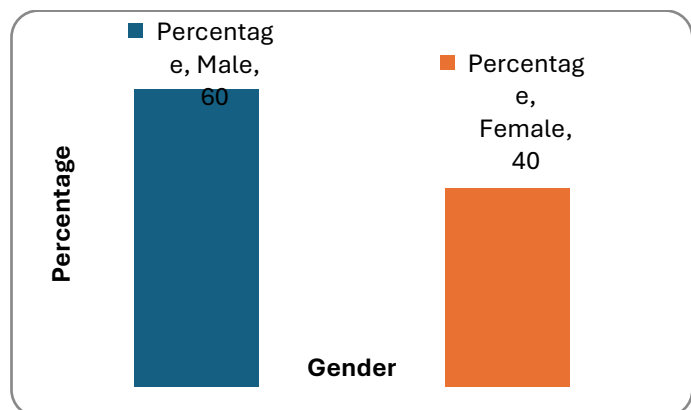
CHART – 4.3GENDER WISE CLASSIFICATION

TABLE – 4.4

OCCUPATION WISE CLASSIFICATION

Occupation	No of respondents	Percentage
Government Employees	38	19
Private Employees	80	40
Business man	22	11
Students	56	28
Others	4	2
Total	**200**	**100**

(Source : Primary data)

INTERPRETATION

From the above table it shows that out of 200 respondents, 38 (19%) of the respondents are government employees, 80 (40%) of the respondents are private employees, 22 (11%) of the respondents are business men, 56 (28%) of the respondents are students and the remaining 4 (2%) of the respondents are others.

Maximum 80 (40%) of the respondents are private employees.

CHART –4.4
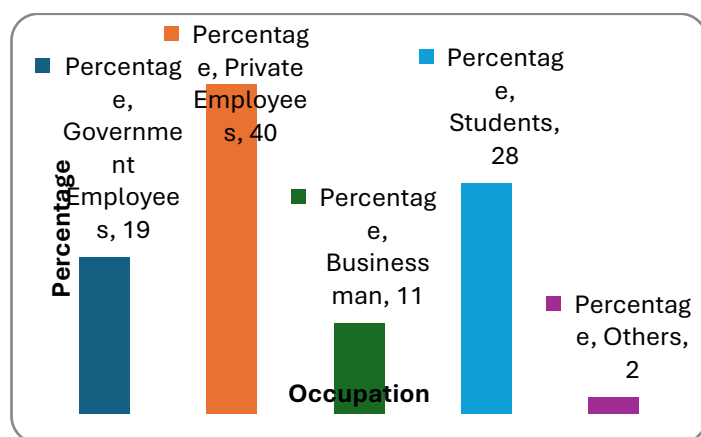
OCCUPATION WISE CLASSIFICATION

TABLE – 4.5TYPE OF FAMILY

Type of family	No of respondents	Percentage
Joint family	110	55
Nuclear family	90	45
Total	**200**	**100**

(Source : Primary data)

INTERPRETATION

From the above table it is clear that out of 200 respondents, 110 (55%) of the respondents belong to joint family and remaining 90 (45%) of the respondents belongs to nuclear family.

The maximum 110 (55%) of the respondents belongs to joint family
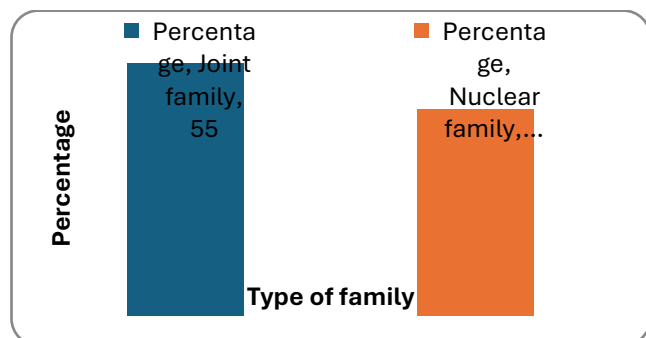
CHART – 4.5

TYPE OF FAMILY

TABLE – 4.6

FAMILY INCOME

Family income	No of respondents	Percentage
Below Rs.25,000	40	20
Rs.25,001 - Rs.60,000	86	43
Rs.60,001 – Rs.1,00,000	74	37
Total	**200**	**100**

(Source : Primary data)

INTERPRETATION

From the above table it is clear that out of 200 respondents, 40 (20%) of the respondents are getting family income of below Rs.25,000, 86 (43%) of the respondents are getting family income of Rs.25,001- 60,000 and the remaining 74 (37%) of the respondents are getting family income of Rs.60,001 – Rs.1,00,000.

Maximum 86 (43%) of the respondents are getting family income of Rs.25,001 – Rs.60,000.

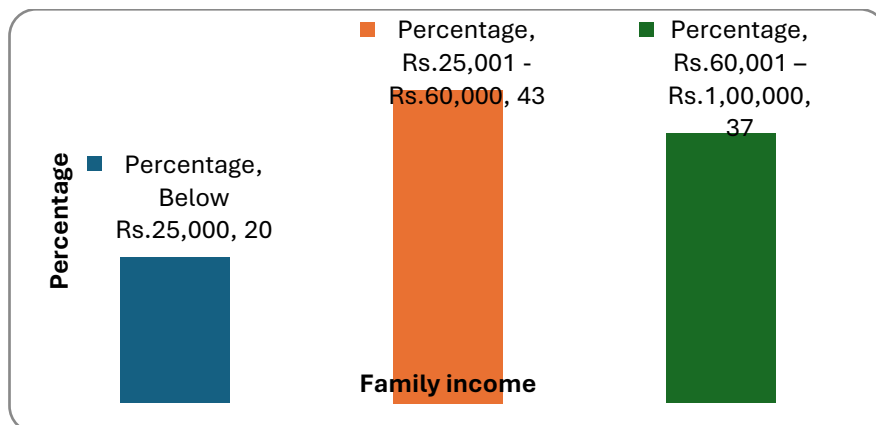| Royal Enfield Awareness	No of respondents	Percentage
Fully aware	106	53
Aware	94	47
Total	200	100

CHART –   4.6

FAMILY INCOME

TABLE – 4.7

ROYAL ENFIELD AWARENESS

(Source : Primary data)

INTERPRETATION

From the above table it is clear that out of 200 respondents, 106 (53%) of the respondents are fully aware of Royal Enfield and the remaining 94 (47%) of the respondents are just aware of Royal Enfield.

Majority106 (53%) of the respondents are fully aware of Royal Enfield

TABLE – 4.7

ROYAL ENFIELD AWARENESS

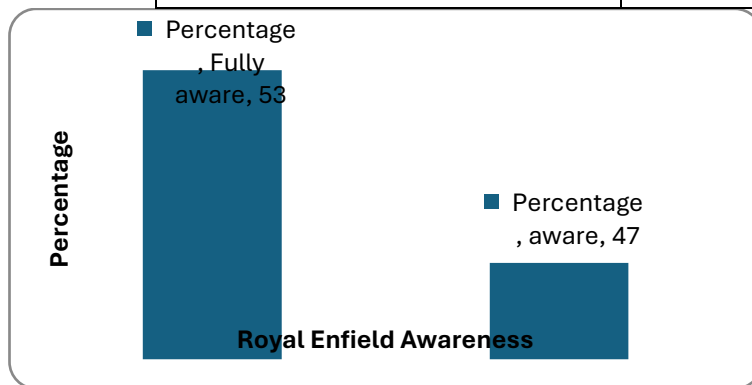| Other model used before this	No of respondents	Percentage
Splendor plus	54	27
Passion pro	70	35
Hero pleasure	34	17
Others(specify)	42	21
Total	**200**	**100**

TABLE – 4.8

OTHER MODEL BIKE USED BEFORE THIS MODEL

 (Source : Primary data)

INTERPRETATION

From the above table it is clear that out of 200 respondents, 54 (27%) of the respondents were used Splendor plus, 70 (35%) of the respondents were used Passion pro, 34 (17%) of the respondents were used Hero Pleasure and the remaining 42 (21%) of the respondents were using other vehicles.

Mostly 70 (35%) respondents were using Passion pro before owning this Models

CHART – 4.8OTHER MODEL BIKE USED BEFORE THIS MODEL
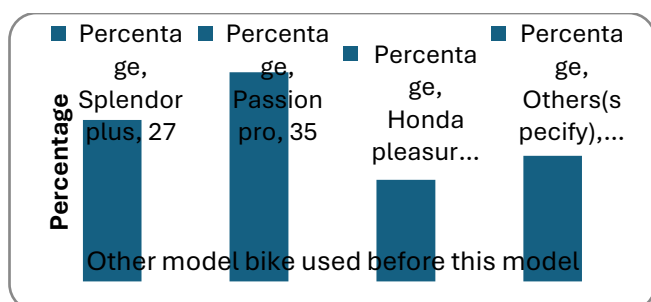
ANOVA TABLE SHOWING THE DIFFERENCE IN MEAN SCORES BETWEEN

GENDER OF THE RESPONDENTS & LEVEL OF SATISFACTION

H_0: There is no significant relationship between the two categories that are gender of the respondents and their level of satisfaction.

H_1: There is significant relationship between gender of the respondents and their level of satisfaction.

Gender	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	.740	2	0.370	1.502	0.228
Within Groups	23.900	197	0.246		
Total	**24.640**	**199**			

INTERPRETATION

      The above table shows that the P value (0.228) is greater than 0.05. So, there is no significant difference in the mean scores of the respondents based on level of satisfaction towards Royal Enfield and gender of the respondents. It is inferred that gender of the respondents does not influence the satisfaction level towards Royal Enfield.

FINDINGS, SUGESSIONS AND CONCLUSION:

PERCENTAGE ANALYSIS:

Percentage Analysis:

- The maximum 98 (49%) of the respondents belongs to the age group of between 18-25 years.
- Mostly 77 (38%) of the respondents are residing in rural area.
- Majority120 (60%) of the respondents are male.
- Maximum 80 (40%) of the respondents are private employees.
- The maximum 110 (55%) of the respondents belongs to joint family.
- Maximum 86 (43%) of the respondents are getting family income of Rs.25,001 – Rs.60,000.
- Majority106 (53%) of the respondents are fully aware of Royal Enfield .
- Mostly 70 (35%) respondents were using Passion pro before owning this model.

ANOVA:

- The P value (0.061) is greater than 0.05. So, there is no significant difference in the mean scores of the respondents based on level of satisfaction towards Royal Enfield and age of the respondents.

- The P value (0.228) is greater than 0.05. So, there is no significant difference in the mean scores of the respondents based on level of satisfaction towards Royal Enfield and gender of the respondents.

SUGGESTION

- The company has to reduce the cost of the vehicle and cost of it's maintenance.
- The company should provide attractive media message. No special offer was provided along with purchase of vehicle, so dealer should plan for providing attractive special offer.
- The dealer should concentrate on all group of peoples to purchase their vehicle. The company should introduce vehicle with high mileage and with good performance to avoid customers shifting to other brands.
- Advertisement should be through all medias to reach all people.

5.3 CONCLUSION

This study was conducted in Chennai, with a broad objective of customer satisfaction of two wheelers in Royal Enfield. For this purpose 200 customers were selected and obtained the various responses based on the questionnaire method. The data was collected and consolidated using simple percentage method. Charts and tables were used for representation to achieve the objective of the study. It was found that most of the customers are chosen Royal Enfield vehicle because of its, more mileage, good model, colour and comfortable long ride, etc. It maintains an awareness of the vehicles and the satisfaction level of the customers and must improve advertisement in all vehicles.