

A Study on the Major Factors Influencing the Purchase Decision of Customers Towards Royal Enfield Motorcycles

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ABSTRACT

The two-wheeler industry in India has witnessed significant growth in recent years, with premium motorcycle segments gaining increasing attention from consumers. Royal Enfield has emerged as one of the leading brands in this segment due to its strong brand heritage, distinctive design, and superior riding experience. The present study aims to analyze the major factors influencing the purchase decision of customers towards Royal Enfield motorcycles.

The study focuses on understanding customer preferences with respect to factors such as brand image, price, product quality, performance, design, mileage, after-sales service, and promotional activities. Primary data were collected from Royal Enfield motorcycle users through a structured questionnaire, while secondary data were gathered from journals, reports, and company publications. Statistical tools such as simple percentage analysis and chi-square test were employed to analyze the data.

The findings reveal that brand image and riding comfort play a dominant role in influencing customers' purchase decisions, followed by performance, durability, and after-sales service. The study also indicates that demographic variables such as age, income, and occupation significantly impact customer preferences. Overall, the study concludes that Royal Enfield's strong emotional appeal, combined with functional benefits, significantly influences customers' buying behavior and contributes to high customer loyalty.

INTRODUCTION

In the contemporary two-wheeler market, consumer preferences have shifted significantly towards premium and lifestyle-oriented motorcycles. Among the various brands available in India, Royal Enfield has carved a unique position by offering motorcycles that combine classic design, powerful performance, and a strong brand heritage. Royal Enfield motorcycles are not merely considered a mode of transportation but are often viewed as a symbol of status, individuality, and riding passion.

The purchase decision of customers towards Royal Enfield motorcycles is influenced by several factors such as brand image, engine performance, design and style, comfort, mileage, price, after-sales service, and peer influence. With increasing competition from other premium motorcycle brands, understanding the factors that motivate customers to choose Royal Enfield has become crucial for marketers and manufacturers.

This study aims to identify and analyze the major factors influencing the purchase decision of customers towards Royal Enfield motorcycles. By examining demographic variables and consumer perceptions, the study provides insights into customer preferences and buying behavior, which can help the company improve its marketing strategies and customer satisfaction.

OBJECTIVES OF THE STUDY

1. TO IDENTIFY A STUDY ON THE MAJOR FACTORS INFLUENCING THE PURCHASE DECISION OF CUSTOMERS TOWARDS ROYAL ENFIELD MOTORCYCLES

HYPOTHESIS OF THE STUDY

A null hypothesis has been framed to test the significance of the relationship between the factors influencing digital payment adoption and the usage of digital payment services among respondents in Coimbatore City.

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H₀(NullHypothesis):

There is no significant relationship between factors such as brand image, price, performance, design, mileage, comfort, and after-sales service and the purchase decision of customers towards Royal Enfield motorcycles.

H₁(AlternativeHypothesis):

There is a significant relationship between factors such as brand image, price, performance, design, mileage, comfort, and after-sales service and the purchase decision of customers towards Royal Enfield motorcycles.

If you want **separate hypotheses** (factor-wise like age vs purchase decision, income vs purchase decision, etc.), I can write those also.

REVIEW OF LITERATURE

The literature on digital payment adoption highlights several key factors influencing its uptake.

Venkatesh et al. (2003), in their Unified Theory of Acceptance and Use of Technology (UTAUT) model, identified performance expectancy, effort expectancy, social influence, and facilitating conditions as critical determinants of technology adoption. This model has been widely applied to digital payment systems.

Gupta and Arora (2020) emphasized the role of awareness campaigns by the government and private players in increasing digital payment adoption, particularly in urban areas. Their study also noted that cities with better internet connectivity and smartphone penetration exhibit higher adoption rates. The Reserve Bank of India (2021) highlighted the importance of user-friendly interfaces and multilingual support in digital payment apps, making them accessible to a broader population, including non-English speakers.

Nair and Reddy (2022) explored the impact of financial literacy and awareness campaigns on digital payment adoption in Coimbatore. Their findings indicated that individuals educated about financial transactions, mobile banking, and fintech innovations were more likely to adopt digital payments. Ramasamy and Kumar (2019) examined the role of digital infrastructure, smartphone penetration, and internet connectivity in influencing digital payment adoption. Their study found that regions with high-speed internet access and robust banking infrastructure had significantly higher adoption rates.

They also noted the popularity of UPI-based apps like Google Pay and PhonePe due to their simplicity and low transaction costs.

The Unified Payments Interface (UPI) (2016), launched by the National Payments Corporation of India (NPCI) in April 2016, has revolutionized digital payments in India. With its ability to facilitate seamless inter-bank peer-to-peer (P2P) and person-to-merchant (P2M) transactions, UPI has rapidly gained widespread adoption across the country. Numerous studies have highlighted its role in enhancing financial inclusion and driving the growth of mobile payments, supported by a robust regulatory framework under the Reserve Bank of India (RBI)."

RESEARCH METHODOLOGY

The study is generally focused to investigate the identify the factors influencing the adoption of digital payments in Coimbatore, taking a sample size as 150. The primary data are collected through questionnaire and secondary data through internet.

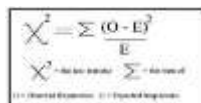
TOOLS AND TECHNIQUE USED

The analysis has been made through the questionnaire.

Chi-Square Analysis

CHI-SQUARE ANALYSIS

The chi-square test is used to determine whether there is a significant difference between the expected frequencies and the observed frequencies in one or more categories. The chi-square test is an important test amongst the several tests of significance developed by statisticians. Chi-square, symbolically written as is a statistical measure used in the context of sampling analysis for comparing a variance to a theoretical variance.


$$\chi^2 = \sum \frac{(O - E)^2}{E}$$

χ^2 = Chi-Square Statistic \sum = Summation
(O) = Observed Frequencies (E) = Expected Frequencies

LIMITATIONS OF THE STUDY

The study "The Influence of Digital Payment Adoption on Service Usage with Special Reference to Coimbatore" can be subject to a number of restrictions. First of all, it is restricted to Coimbatore, which could not accurately represent general patterns in the use of digital payments in India or other areas. The results of this limited concentration might not be entirely generalizable. Furthermore, sample bias may be a problem, particularly if some demographic groups like the elderly or those with lesser incomes who might not utilize digital payments as frequently are underrepresented. Concerns over data availability and accuracy may also arise, especially if companies or payment processors do not exchange thorough statistics.

ANALYSIS AND INTERPRETATION

DISTRIBUTION OF RESPONDENTS ACCORDING TO AGE AND LEVEL OF INFLUENCE

Table 3.5.1

Age	Customer perception		Total
	Low	High	
Below 25 years	12	21	33
26-35 years	14	21	35
36-45 years	18	27	45
Above 45 years	8	7	15
Total	52	76	128

presents the distribution of respondents' customer perception across different age groups. Out of the total 128 respondents, 76 respondents exhibit high customer perception, while 52 respondents fall under low customer perception, indicating an overall favorable perception among the respondents. Among the age groups, respondents aged 36–45 years constitute the largest group (45 respondents). Within this group, 27 respondents report high perception, compared to 18 respondents with low perception, showing a predominance of positive perception. Similarly, in the 26–35 years age group, 21 respondents show high perception, while 14 respondents exhibit low perception, reflecting a generally positive outlook. In the below 25 years category, 21 respondents demonstrate high customer perception, whereas 12 respondents report low perception, suggesting that younger respondents also

Chi-Square Tests				
Pearson Chi-Square	Value	df	Asymptotic Significance (2-sided)	Result
	0.336 ^a	1	.562	Accepted

The Chi-square test result shows that the Pearson Chi-square value is **1.266** with **3 degrees of freedom** and a significance value (p-value) of **0.737**. Since the p-value is **greater than 0.05**, the result is **not statistically significant**.

This indicates that there is **no significant association** between the variables under study. Hence, the **null hypothesis is accepted**, and it can be concluded that the two variables are **independent of each other**.

DISTRIBUTION OF RESPONDENTS ACCORDING TO EDUCATIONAL QUALIFICATION

Table 3.5.5

Educational Qualification	Customer perception		Total
	Low	High	
School level	19	17	36
UG	8	13	21
PG	13	26	39
Professional	12	20	32

The table shows that **customer perception improves with higher educational qualification**. Respondents with **PG and Professional qualifications** have a higher level of **high customer perception** compared to those at the **school and UG level**. This indicates that educational qualification has an influence on customer perception, with higher education associated with better perceptio

Chi-Square Tests				
Pearson Chi-Square	Value	df	Asymptotic Significance (2-sided)	Result
	3.249 ^a	3	.355	Accepted

The Chi-square test shows a Pearson Chi-square value of **3.249** with **3 degrees of freedom** and a p-value of **0.355**. Since the p-value is **greater than 0.05**, the result is **not statistically significant**. Therefore, the **null hypothesis is accepted**, indicating that there is **no significant association between educational qualification and customer perception**.

DISTRIBUTION OF RESPONDENTS ACCORDING TO OCCUPATION

Occupation	Customer perception		Total
	Low	High	
Student	11	16	27
Salaried employee	8	13	21
Business	11	12	23
Professional	11	15	26
Others	11	20	31
Total	52	76	128

he table presents the distribution of respondents based on **occupation and customer perception**. It is observed that in **all occupational categories**, the number of respondents with **high customer perception is greater than those with low perception**, indicating a generally positive perception among customers. The **“Others”** category shows the highest number of respondents with high perception, followed by **students and professionals**, suggesting better perception levels in these groups. In contrast, respondents engaged in **business** show almost equal levels of low and high perception, reflecting a comparatively moderate perception. Overall, the findings reveal that **customer perception remains favorable across different occupations**, with only slight variations among groups.

Chi-Square Tests				
Pearson Chi-Square	Value	df	Asymptotic Significance (2-sided)	Result
	0.921 ^a	4	.922	Accepted

The Chi-square test result shows a Pearson Chi-square value of **0.921** with **4 degrees of freedom** and a significance value (p-value) of **0.922**. Since the p-value is **greater than 0.05**, the result is **not statistically significant**. Therefore, the **null hypothesis is accepted**, indicating that there is **no significant association between occupation and customer perception**.

DISTRIBUTION OF RESPONDENTS ACCORDING MONTHLY INCOME

Monthly Income	Customer perception		Total
	Low	High	
Below Rs.25000	15	23	38
Rs.25001-Rs.50000	13	19	32
Rs.50001-Rs.75000	12	19	31
Above Rs.75000	12	15	27
Total	52	76	128

The table shows the distribution of respondents based on **monthly income and customer perception**. In all income groups, the number of respondents with **high customer perception is greater than those with low perception**, indicating a generally positive perception across income levels. Respondents earning **below Rs.25,000** report the highest number of high perception, followed closely by those in the **Rs.25,001–Rs.50,000** and **Rs.50,001–Rs.75,000** income groups. Overall, the results suggest that **monthly income does not create wide variation in customer perception**, as high perception is consistently observed across all income categories.

Chi-Square Tests				
Pearson Chi-Square	Value	df	Asymptotic Significance (2-sided)	Result
	0.231 ^a	3	.972	Accepted

The Chi-Square test was conducted to examine whether there is a significant relationship between monthly income and customer perception towards Royal Enfield motorcycles in Coimbatore City. The Pearson Chi-Square value is 0.231 with

3 degrees of freedom, and the corresponding asymptotic significance (p-value) is 0.972. Since the p-value is greater than the standard significance level of 0.05, the null hypothesis is accepted.

DISTRIBUTION OF RESPONDENTS ACCORDING TO AREA OF RESIDENCE

Area of Residence	Customer perception		Total
	Low	High	
Urban	39	47	86
Semi-Urban	12	20	32
Rural	1	9	10
Total	52	76	128

The table shows the relationship between area of residence and customer perception towards Royal Enfield motorcycles in Coimbatore City. Among urban respondents, 39 customers exhibit low perception while 47 customers show high perception, indicating a moderately positive perception among urban residents. In the semi-urban category, 12 respondents fall under low perception and 20 respondents under high perception, reflecting a more favorable perception towards Royal Enfield motorcycles. In the rural category, only 1 respondent shows low perception while 9 respondents exhibit high perception, indicating a strongly positive perception among rural customers.

Chi-Square Tests				
Pearson Chi-Square	Value	df	Asymptotic Significance (2-sided)	Result
	4.813 ^a	2	.090	Accepted

The Chi-Square test was conducted to examine whether there is a significant relationship between area of residence and customer perception towards Royal Enfield motorcycles in Coimbatore City. The Pearson Chi-Square value is 4.813 with 2 degrees of freedom, and the corresponding asymptotic significance (p-value) is 0.090. Since the p-value is greater than the conventional significance level of 0.05, the null hypothesis is accepted.

DISTRIBUTION OF RESPONDENTS ACCORDING TO PREFERRED ROYAL ENFIELD MODEL

Preferred Royal Enfield Model	Customer perception		Total
	Low	High	
Classic 350	8	10	18
Bullet 350	15	19	34
Hunter 350	11	19	30

Meteror 350	8	11	19
Himalayan	10	17	27
Total	52	76	128

The table shows the relationship between preferred Royal Enfield model and customer perception in Coimbatore City. Among Classic 350 users, 8 respondents exhibit low perception while 10 respondents show high perception, indicating a moderately positive perception. In the case of Bullet 350, 15 customers have low perception and 19 customers have high perception, reflecting a favorable perception among Bullet users. For Hunter 350, a higher number of respondents (19) show high perception compared to 11 with low perception, suggesting strong acceptance and positive perception of this model. Among Meteor 350 users, 11 respondents fall under high perception while 8 fall under low perception, indicating a generally positive perception. Similarly, Himalayan users show a higher level of positive perception, with 17 respondents under high perception compared to 10 under low perception.

Chi-Square Tests				
Pearson Chi-Square	Value	df	Asymptotic Significance (2-sided)	Result
	0.637 ^a	4	.959	Accepted

The Chi-Square test was conducted to examine whether there is a significant relationship between the preferred Royal Enfield model and customer perception in Coimbatore City. The Pearson Chi-Square value is 0.637 with 4 degrees of freedom, and the corresponding asymptotic significance (p-value) is 0.959. Since the p-value is much greater than the standard significance level of 0.05, the null hypothesis is accepted.

DISTRIBUTION OF RESPONDENTS ACCORDING TO MAJOR FACTOR INFLUENCING CHOICE

Major Factor Influencing Choice	Customer perception		Total
	Low	High	
Brand image	11	17	28
Riding comfort	7	16	23
Design and style	11	14	25
Engine performance	10	13	23
Road preservice	13	16	29
Total	52	76	128

The table shows the relationship between major factors influencing choice and customer perception towards Royal Enfield motorcycles in Coimbatore City. Among respondents who consider brand image as the major influencing factor, 11 customers exhibit low perception while 17 customers show high perception, indicating a generally positive perception driven by brand value. For riding comfort, 7 respondents fall under low perception and 16 respondents under high perception, reflecting a strong positive perception among customers who prioritize comfort. In the case of design and style,

11 customers show low perception and 14 customers show high perception, indicating a moderately favorable perception. Respondents who consider engine performance as the key factor show a slightly higher number of high perception (13) compared to low perception (10), suggesting positive evaluation of performance. For road presence, 13 customers exhibit low perception while 16 customers show high perception, indicating a balanced yet positive perception

Chi-Square Tests				
Pearson Chi-Square	Value	df	Asymptotic Significance (2-sided)	Result
	1.419 ^a	4	.841	Accepted

The Chi-Square test was conducted to examine whether there is a significant relationship between the major factor influencing choice and customer perception towards Royal Enfield motorcycles in Coimbatore City. The Pearson Chi-Square value is 1.419 with 4 degrees of freedom, and the corresponding asymptotic significance (p-value) is 0.841. Since the p-value is greater than the standard significance level of 0.05, the null hypothesis is accepted.

DISTRIBUTION OF RESPONDENTS ACCORDING TO SOURCE OF INFORMATION ABOUT ROYAL ENFIELD

Source of information about Royal Enfield	Customer perception		Total
	Low	High	
Friends and Family	8	15	23
Social media	13	20	33
Showroom visit	11	16	27
Advertisements	7	12	19
Riding communities	13	13	26
Total	52	76	128

The table presents the relationship between the source of information about Royal Enfield and customer perception in Coimbatore City. Among respondents who obtained information through friends and family, 8 customers show low perception while 15 customers show high perception, indicating a strong positive influence of personal references. In the case of social media, 13 respondents fall under low perception and 20 respondents under high perception, showing that social media plays a significant role in creating a favorable perception among customers. Respondents who gained information through showroom visits show a higher level of positive perception, with 16 customers under high perception compared to 11 under low perception, highlighting the importance of direct product experience and interaction with sales personnel. For advertisements, 7 customers exhibit low perception while 12 customers show high perception, indicating a moderately positive impact of promotional activities. In contrast, respondents influenced by riding communities show an equal number of low and high perception (13 each), suggesting a balanced impact on customer perception.

Chi-Square Tests				
Pearson Chi-Square	Value	df	Asymptotic Significance (2-sided)	Result
	1.406 ^a	4	.843	Accepted

The Chi-Square test was conducted to examine whether there is a significant relationship between the source of information about Royal Enfield and customer perception in Coimbatore City. The Pearson Chi-Square value is 1.406 with 4 degrees of freedom, and the corresponding asymptotic significance (p-value) is 0.843. Since the p-value is greater than the standard significance level of 0.05, the null hypothesis is accepted.

DISTRIBUTION OF RESPONDENTS ACCORDING TO MAJOR PROBLEM FACED IN ROYAL ENFIELD

Major Problem Faced in Royal Enfield	Customer perception		Total
	Low	High	
Friends and Family	13	23	36
Social media	15	19	34
Showroom visit	7	13	20
Advertisements	12	8	20
Riding communities	5	13	18
Total	52	76	128

The table depicts the relationship between the major problem faced in Royal Enfield motorcycles and customer perception in Coimbatore City. Among respondents categorized under *Friends and Family*, 13 customers exhibit low perception while 23 customers show high perception, indicating that despite certain problems, a majority maintain a positive perception. In the *Social Media* category, 15 respondents fall under low perception and 19 under high perception, showing a slightly higher positive perception. Respondents associated with *Showroom Visit* report 7 customers with low perception and 13 with high perception, indicating a favorable perception influenced by direct interaction and experience. In contrast, under *Advertisements*, 12 customers show low perception compared to only 8 with high perception, suggesting that problems highlighted or unmet expectations from advertisements may negatively influence perception. Among respondents linked to *Riding Communities*, 5 customers exhibit low perception while 13 show high perception, indicating a strong positive perception possibly due to shared experiences and peer support.

Chi-Square Tests				
Pearson Chi-Square	Value	df	Asymptotic Significance (2-sided)	Result
	1.406 ^a	4	.843	Rejected

The Chi-Square test was conducted to examine whether there is a significant relationship between the source of information about Royal Enfield and customer perception in Coimbatore City. The Pearson Chi-Square value is 1.406 with 4 degrees of freedom, and the corresponding asymptotic significance (p-value) is 0.843. Since the p-value is greater than the standard significance level of 0.05, the null hypothesis is accepted.

SUGGESTIONS

- **Enhance Product Innovation:** Royal Enfield should continue upgrading engine performance, fuel efficiency, and riding comfort while retaining its classic design to attract both young and experienced riders.
- **Strengthen Brand Engagement:** Organizing rider communities, road trips, and biking events can further strengthen emotional attachment and brand loyalty among customers.
- **Improve After-Sales Service:** Expanding service centers, reducing service time, and ensuring availability of spare parts will enhance customer satisfaction and repeat purchase intentions.
- **Competitive Pricing and Financing:** Offering flexible EMI options, exchange offers, and seasonal discounts can make Royal Enfield motorcycles more accessible to middle-income customers.
- **Focus on Promotion and Digital Marketing:** Influencer marketing, social media campaigns, and customer testimonials can effectively influence purchase decisions, especially among younger consumers.

CONCLUSION

Based on the results of the study, it can be concluded that the purchase decision of customers towards Royal Enfield motorcycles is influenced by multiple interrelated factors such as brand image, product quality, performance, price, design, and after-sales service. The study highlights that Royal Enfield enjoys strong brand loyalty due to its heritage, unique styling, and perceived durability.

The analysis also reveals that demographic factors such as age, income, and riding experience significantly affect customers' preferences and buying behavior. Younger customers are influenced by style and brand image, while experienced riders prioritize performance and comfort. Overall, the study confirms that Royal Enfield's strong emotional appeal, combined with functional benefits, plays a crucial role in shaping customers' purchase decisions. Continuous innovation and customer-centric strategies will help the brand maintain its competitive position in the motorcycle market.

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