

A STUDY ON YOUTH PERCEPTION TOWARDS ROYAL ENFIELD WITH SPECIAL REFERENCE TO HYDERABAD CITY

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ABSTRACT:

The purpose of this study on youth will help us to understand the perception of the youth towards Royal Enfield bikes. It encompasses their prospects and expectations with the company and products of its merchandise, Whether It's positive or negative .This study additionally investigate the factors which have an effect on the customers to buy the Royal Enfield motorcycles and additionally perceive what youth looking ahead to From the Royal Enfield.

INTRODUCTION:

Royal Enfield is one of the developing and largest Indian bike manufacturing organizations; Headquartered in Chennai, Tamil Nadu, India .In 1901 Royal Enfield delivered to the market its first motorcycles. In 1955 Redditch business Enterprise became accomplice of Madras motors and that they founded "Enfield India". The Indian government looked for a suitable motorcycle for its police and army, for use patrolling the country's border. It faces many ups and downs and set a benchmark for its retro classic motorcycles in India .The blend of retro-ultra modern aesthetics and strong figure quality make the bike largely popular among the youth.

This survey report is primarily based on the survey which has been performed On Youth within the Hyderabad town. Customer perception and satisfaction helps in order to determine how to increase their customer base, customer loyalty. The main ideal of the report is to observe the youth Belief in the direction of Royal Enfield bikes. The statistics used for the evaluation is primary information and gather through the

usage of our own questionnaire. Moment the youth has numerous preferences about their bikes and different brands. Their requirements and prospects are different from one to another.

LITERATURE REVIEW:

Mr. FAISAL.T (2014)

This Study entitled “A STUDY ON CUSTOMER PERCEPTION TOWARDS ROYAL ENFIELD WITH SPECIAL REFERENCE TO MALAPPURAM DISTRICT” we found out that it was accepted with the ideal of chancing out customer’s perception position on Royal Enfield bikes. It's felicitously observed from the study that the most guests of Royal Enfield are largely satisfied in nearly all areas offered by Royal Enfield. This study shows that by perfecting energy effectiveness, service and announcement and by introducing new models able to race with the fresher in the market.

Mrs G. MURALI MANOKARI (2013)

Findings from the study of this literature of exploration shows how important customer prefers and their satisfaction position towards colourful aspects which are substantially told by socio-artistic, intellectual & particular factors. Customers of Royal Enfield conveys, that in order to capture the market, the manufacturers have to give the stylish combination of aesthetics, quality, cost effectiveness good features, safety, and performance. This reason has also proved to be the reason behind the decade’s long history of the Company.

KOTTALA SRI YOGI (MARCH 2016)

Customer perceptions while buying a Royal Enfield or any two-wheeler have been analysed by diff. Manufacturers through varied ways. In this paper the author uses fuzzy sense approach to execute the ideal. Royal Enfield has given right-of-way in high trade in value, ease of remodelling etc. This study has helped why people choose royal Enfield over other bikes available in the market and the reasons like status, muscular, average of bike etc.

ABDUL HANEEFET.AL (2006)

In their study on “Consumer Buyer Behaviour Of Royal Enfield Motors In Tirunelveli City, Tamilnadu” found that fuel economy, price and maintenance charges are the main factors impacting the buying decision of a particular Royal Enfield motor, followed by brand name, style and after deals service

RESEARCH GAP:

The research gap on this study, research is about consumer perception on Royal Enfield motorcycles.

- The perception of youth on Royal Enfield is that bikes have more weight and vibration while driving. These are expensive with fewer features which impacts consumer behaviour.

RESEARCH OBJECTIVES:

Main objectives for conducting this research:

- To identify the factors which influences in selection of Royal Enfield
- To analyse the level of preference for different models of Royal Enfield
- To evaluate the perception of young generation towards Royal Enfield.

RESEARCH METHODOLOGY:**RESEARCH DESIGN:**

In this study has been comprised exploratory method. In exploratory method, the researcher must be able to define clearly what he wants to measure and must find adequate methods for measuring it along with a clear cut definition of population he wants to study. Since the aim is to obtain complete and accurate information in the studies the procedure to be used must be carefully planned. In this research the researcher has exploratory cum diagnostic research design.

SOURCE OF DATA COLLECTION:

The researcher has made use of both primary and secondary data.

- The Primary data have been collected from the respondents are beneficiaries of the study.
- The secondary data have collected from the books, journals, and website so on.

SAMPLING DESIGN:

Primary data is collected from 77 respondents of age 18-28.

RESEARCH TOOLS AND TECHNIQUES

The techniques used for analysis are

- Tables
- Graphs

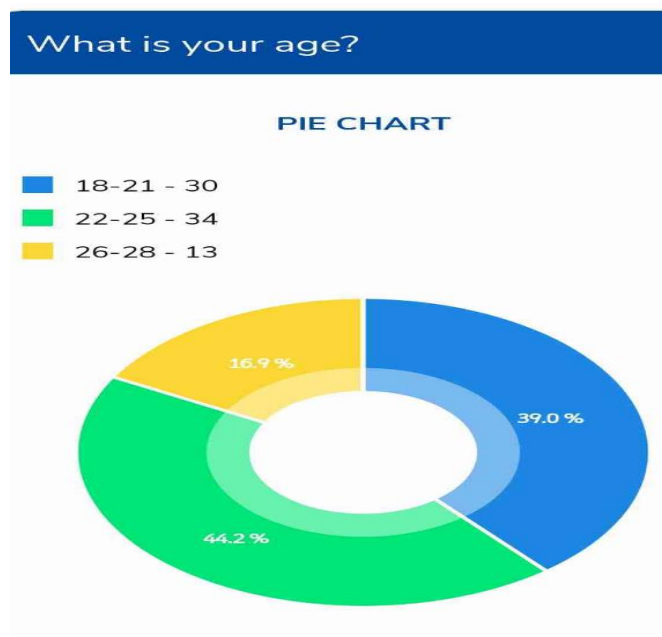
TOOLS USED FOR DATA COLLECTION:

The data was collected through structured questionnaire. Questions can be categorized into multichoice and closed-ended questionnaires were designed. Questions framed were companionable with research objectives.

GEOGRAPHICAL COVERAGE:

This study covered in Hyderabad city only

DATA ANALYSIS:



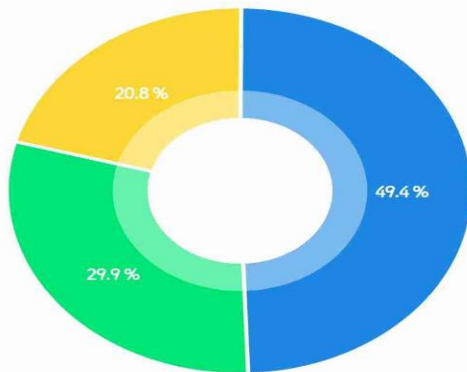
Age	Respondents	Percentage
18-21	30	39
22-25	34	44.2
26-28	13	16.9

Highest no. of participants was of age 22-25 with 34 counts and lowest age was set mandatory to 18-21 counts were found to be of 30. Oldest age was set mandatory to 26-28 counts was to be 13.

what is your Profession?

PIE CHART

■ student - 38
■ Job - 23
■ Business - 16



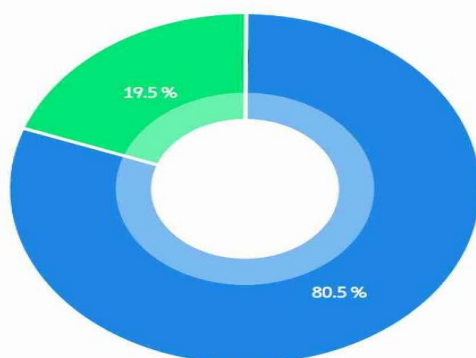
Profession	Respondents	Percentage
Student	38	49.4
Job	23	29.9
Business	16	20.8

Amongst the sample most them were found to be students dominating with 49.4% with 60 counts; job (employees) with 31 counts; later on, carried by business with 16 counts.

Do you own a bike

PIE CHART

■ Yes - 62
■ No - 15



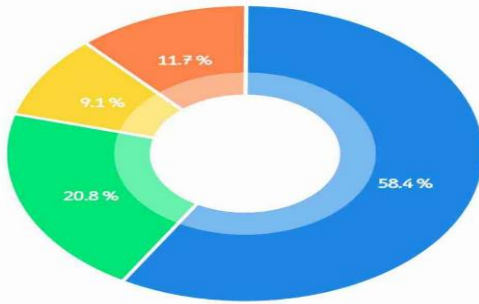
Options	Respondents	Percentage
Yes	62	80.52
No	15	19.48

80.52% respondents counting to 62 people owned a bike and rest didn't own a bike.

How often do you ride Bike?

PIE CHART

- daily - 45
- twice or thrice per week - 16
- weekly - 7
- ocassionally - 9



Options	Respondents	Percentage
Daily	45	58.4
Twice or thrice per week	16	20.8
Weekly	7	9.1
Occasionally	9	9

From the above data collected, 58.4% with 45 people were daily riders and only 16 people rode bike twice or thrice per week. 7 people weekly and 9 people occasionally rode a bike respectively

Which motor cycle brand do you like in classic models?

PIE CHART

- Royal Enfield - 48
- Jawa - 10
- Benelli - 14
- Honda big wing - 5



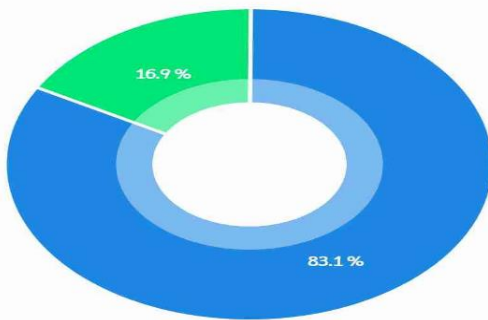
Brands	Respondents	Percentage
Royal Enfield	48	48
Jawa	10	13
Benelli	14	18.2
Honda big wing	5	6.5

Most liked brand among today's youth is found to be Royal Enfield with a huge margin of 48% of total respondents and Benelli is found to be next favourite brand with 16% in the classic models.

Would you consider Royal Enfield while purchasing a bike?

PIE CHART

yes - 64
no - 13



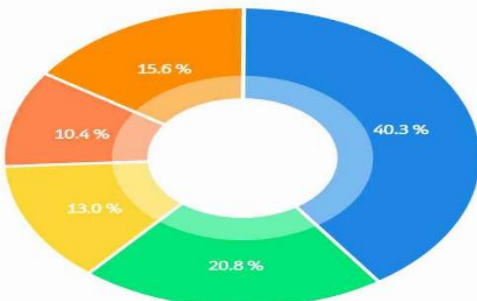
Options	Respondents	Percentage
Yes	64	83.12
No	13	16.88

Most of them perceive Royal Enfield bikes before purchasing a bike as it is confirmed through above chart that 83.12% consider Royal Enfield's offerings.

Which model of Royal Enfield do you like and prefer?

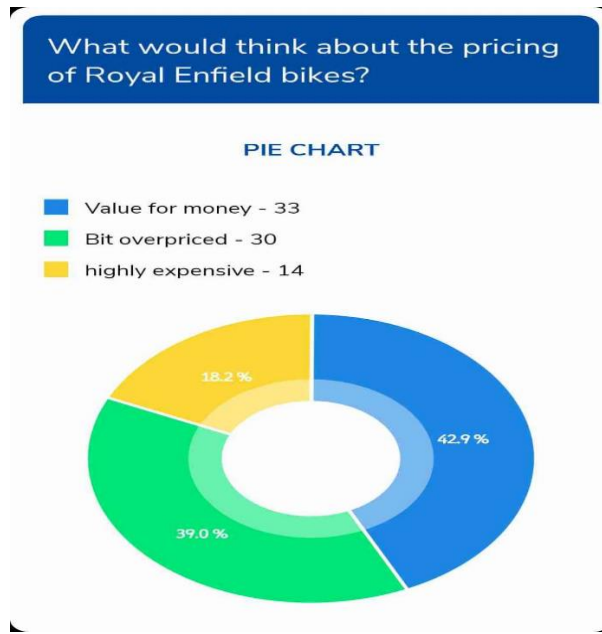
PIE CHART

Classic - 31
Bullet - 16
Himalayan - 10
Meteor - 8
interceptor - 12



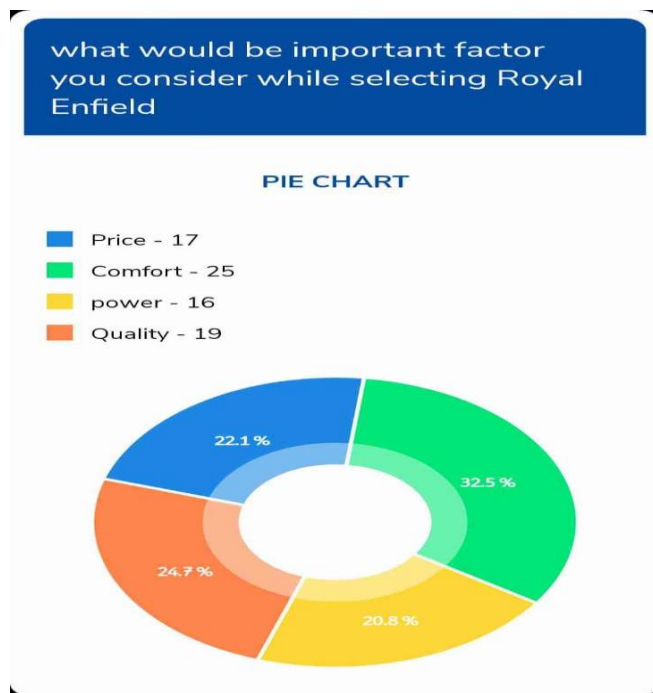
Model	Respondents	Percentage
Classic	31	40.26
Bullet	16	20.78
Himalayan	10	12.99
Meteor	8	10.39
Interceptor	12	15.58

As far as perception is concerned most of the Hyderabad youth admire the brand and besides it Royal Enfield's Classic Model is found to be most favourite, further listing follows with Bullet, Interceptor and Himalayan. Latest offering meteor is least favoured one.



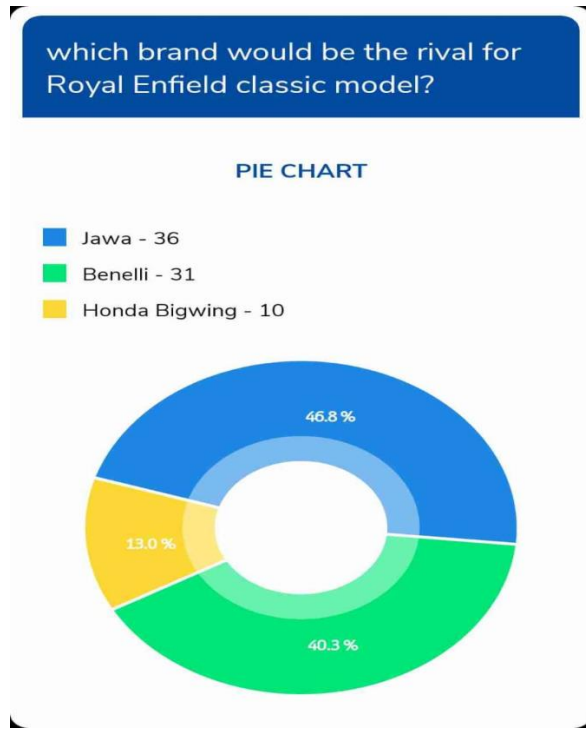
Prices	Respondents	Percentage
Value of money	33	42.86
Bit overpriced	30	30
Highly expensive	14	14

Royal Enfield proves to be providing Value for money by this research and also many of them found it to be bit overpriced which we think can be a hindrance in future to Royal Enfield.



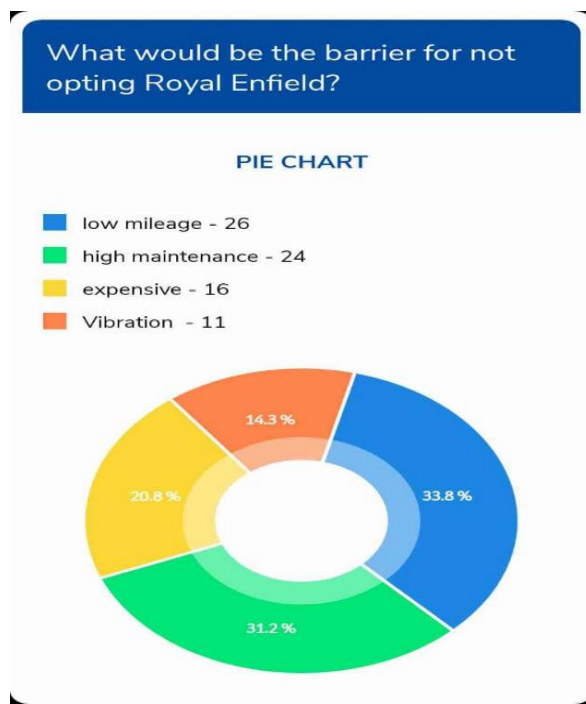
Factors	Respondents	Percentage
Price	17	22.08
Comfort	25	32.47
Power	16	20.78
Quality	19	24.68

Royal Enfield is found to be mostly selected by youth of Hyderabad because of higher comfort level than others and quality, power, price are also found to have likings to Royal Enfield bikes.



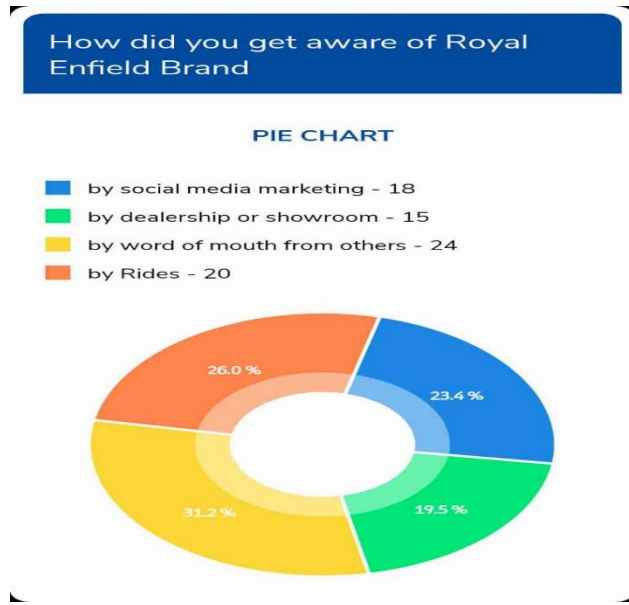
Competitors	Respondents	Percentage
Jawa	36	46.75
Benelli	31	40.26
Honda big wing	10	12.99

Royal Enfield is best rivalled by Jawa as per findings and also Benelli is forthcoming brand to compete and give cut throat competition to Royal Enfield bikes.



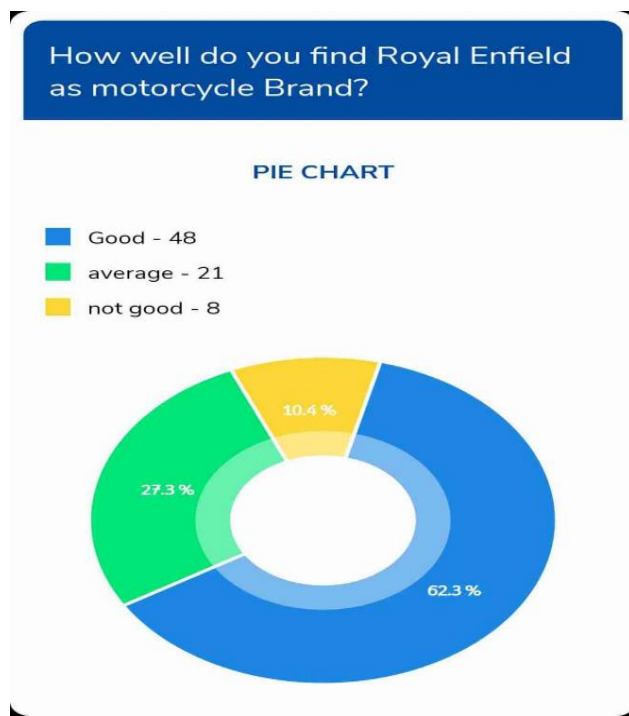
Barriers	Respondents	Percentage
Low mileage	26	33.77
High maintenance	24	31.17
Expensive	16	20.78
Vibration	11	14.29

29.2% perceive RE bikes to be of Low mileage which is the factor to be considered for after sales improvement. High maintenance of vehicle is also one of the negative USP of RE bikes.



Marketing	Respondents	Percentage
By social media marketing	18	23.38
By dealership or showroom	15	19.84
By word of mouth from others	24	31.17
By rides	20	25.97

By this survey we get to know, by word of mouth from others are major marketing in creating the Brand awareness about Royal Enfield and followed by bike rides, social media and dealership are other strategies.



Options	Respondents	Percentage
Good	48	62.3
Average	21	27.3
Not good	8	10.4

Not only people perceive Royal Enfield while purchasing but they also find it to have a good brand image in youth of Hyderabad as most of them responded as good brand image.

LIMITATION OF THE STUDY:

- The area of the study is limited to youth in Hyderabad
- The Data are collected by questionnaire method, so the collected data may be based by the respondent's reply
- Time was a big constraint

SUGGESTIONS:

Most of the respondents suggested the royal Enfield Company to be come up with more combining of retro models with modern features and different variants which reaches the youth expectations and attracts them more in coming years.

CONCLUSION:

By carefully studying the responses from the respondents, youth of the age between 18-25 were mostly aware of the bike brand Royal Enfield and at the same time most of them are interested in purchasing classic model of Royal Enfield. By this survey, we get to know Royal Enfield motorcycles have high comfort and good quality and major barriers are low mileage and high maintenance. Also, maximum of the respondents perceived Royal Enfield's brand awareness is done by word of mouth marketing.

REFERENCES:

BOOKS:

BUSINESS RESEARCH METHODS (William G. Zikmund)

JOURNALS:

'Mr. FAISAL.T, Research Scholar (M-Phil. "A STUDY ON CUSTOMER PERCEPTION TOWARDS ROYAL ENFIELD WITH SPECIAL REFERENCE TO MALAPPURAM DISTRICT").

Ms. Ameer Asra Ahmed, "A STUDY ON CUSTOMER SATISFACTION LEVEL OF ROYAL ENFIELD BULLET".

WEBSITES:

<https://www.royalfield.com/>

<https://www.icrjournal.com/>

[Research Design: Definition, Characteristics and Types | QuestionPro](#)

RESEARCH QUESTIONS:

1. What is your age?
 - a. 18-21
 - b. 22-25
 - c. 26-28
2. What is your profession?
 - a. Student
 - b. Job
 - c. Business
3. Do you own a bike?
 - a. Yes
 - b. No
4. How often do you ride bike?
 - a. Daily
 - b. Twice or thrice per week
 - c. Weekly
 - d. Occasionally
5. Which motorcycle brand do you like in classic models?
 - a. Royal Enfield
 - b. Jawa
 - c. Benelli
 - d. Honda Bigwing
6. Would you consider Royal Enfield while purchasing a bike?
 - a. Yes
 - b. No
7. Which model of Royal Enfield does you like and prefer?

- a. Classic
- b. Bullet
- c. Himalayan
- d. Meteor
- e. Interceptor

8. What would you think about the pricing of Royal Enfield bikes?

- a. Value for money
- b. Bit overpriced
- c. Highly expensive

9. What would be the important factor you consider while selecting Royal Enfield?

- a. Price
- b. Comfort
- c. Power
- d. Quality

10. Which brand would be the rival for classic model?

- a. Jawa
- b. Benelli
- c. Honda Bigwing

11. What would be the barrier for not opting Royal Enfield?

- a. Low mileage
- b. High maintenance
- c. Expensive
- d. Vibration

12. How did you get aware of Royal Enfield brand?

- a. By social media marketing
- b. By dealership or showroom
- c. By word of mouth from others
- d. By advertisement

13. How well do you find Royal Enfield motorcycle brand?

- a. Good
- b. Average
- c. Not good