



A STUDY ON CUSTOMER PREFERENCE TOWARDS ROYAL ENFIELD WITH SPECIAL REFERENCE TO COIMBATORE CITY

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ABSTRACT

The importance of this study is to examine the customer's preference towards Royal Enfield in Coimbatore city. It also tried to find out the factors which influence the customer expectation towards Royal Enfield. The data has been collected by survey methods through questionnaire with 150 respondents. Tools used in this project were simple percentage analysis and rank analysis. On the basis of the study, it is found that customers are loyal to Royal Enfield bikes and has great respect to the Iconic Brand. The only thing that customer expects is its power and its majestic look. These are some findings of the study. Most of the customer are attracted to the new release of classic 350, continental GT and interceptor level. Thus, the study concluded that customers preferences are satisfied with the Royal Enfield and also it recommended to focus on promotional measure to enhance their service.

KEY WORDS: Royal Enfield, Customer preferences, satisfaction and expectation and Performance.

1. INTRODUCTION

Royal Enfield is an Indian multinational motorcycle manufacturing company with the tag of "the oldest global motorcycle brand in continuous production" manufactured in factories in Chennai in India. Royal Enfield bike is the pride of the Indian man.

The Consumer preference is based on the Prestige to own Royal Enfield bike which has a history of three centuries and is used by Police and Indian Army. The Customer preference is the main crucial role in making the organization to change and produce to their preferences. The company can earn good profit if it provides customer care and high quality of service offered with competitive price.

2. STATEMENT OF THE PROBLEM

Royal Enfield Bike is considered as the Pride of the Indian man. In the present scenario new

advancements and luxury has come in various brand of bikes. This made the organization to continually occupy with picking up the consideration of the Consumer preferences, like values and offers etc. The Consumer preference toward their loyalty toward Royal Enfield has been examined in Coimbatore city for considering need of the Consumer preferences and their fulfilment.

3. OBJECTIVES OF THE STUDY

- To know the customer's preference towards royal Enfield
- To identify the various factors that influence to purchase of royal Enfield.
- To find out the satisfaction level of the respondents towards various aspects of royal Enfield motorcycles



4. RESEARCH METHODOLOGY

TABLE 4.1
Table Showing Research Methodology of the Study

Area of the Study	Coimbatore City -
Sample Size	130 Respondents
Sources of Data	Primary Data and Secondary Data
Sampling Techniques	Convenient sampling techniques
Proposed Tools	Simple Percentage Analysis Rank Analysis

5. REVIEW OF LITERATURE

K. Reenareichal (2019) in her study “A study on customer satisfaction towards Royal Enfield bike in Tiruppur city” states that, Royal Enfield dealers that the customers are satisfied or not. Royal Enfield bikes is very economical and most of them prefer to buy the bike brand new from showroom. Royal Enfield has an excellent satisfaction within the customer for its power, pick up, comfort and safety.

G.Gopalakrishnan & R. Rengarajan (2018) “ A study on service quality in Royal Enfield showroom in Chennai” stated that, Royal Enfield has to close the gap between customer’s expectation and perception of services. In order to enhance service quality, customer attraction should be retained, and competitive advantages should be gained, people based on companies should increase employees'

attitude, training and improve their knowledge of services.

SR Sony Mariya & Dr.K. Amutha (2018) in their study “Customer satisfaction level towards Royal Enfield bikes with special reference to Coimbatore city” stated that, Royal Enfield bike is the most preferred bike in Coimbatore. Two-wheeler users are very huge in Coimbatore especially youngsters are most admirable by Royal Enfield. They are highly satisfied by company image, model and comfortable.

6. TABLE
SIMPLE PERCENTAGE ANALYSIS

Percentage analysis is used to find out the percentage value of all the entirely different questions used in findings comparison between two or more series of data.

$$\text{Percentage analysis} = \frac{\text{Number of Respondents}}{\text{Total Number of Respondents}} * 100$$

TABLE 6.1
Table Showing the Respondents Influenced Factors to Prefer Royal Enfield Bike

SNo	Particulars	No. of Respondents	Percentage
1	Mileage	30	20
2	Price	0	0
3	Service	20	13.33
4	Performance	100	66.67
	Total	150	100

(Source: Primary Data)

INTERPRETATION

- From the above table, it is revealed that the
- 20% of the respondents are influenced by the factor to prefer Mileage,
- 0% of the respondents are influenced by the factor to prefer Price,
- 13.33% of the respondents are influenced by the factor to prefer Service,
- 66.67% of the respondents are influenced by the factor to prefer Performance.

Majority (66.67%) of the respondents are influenced by the factor to prefer Performance.



TABLE 6.2
Table Showing the Buying Behaviour of Respondents If the Price Increases

SNo	Particulars	No. of Respondents	Percentage
1	Surely Buy	137	91.33
2	May Buy	10	6.67
3	May Or May not Buy	3	2
	Total	150	100

(Source: Primary Data)

INTERPRETATION

From the above table, it is revealed that the

- 91.33% of the respondents will surely buy if price increases,
- 6.67% of the respondents may buy, and

• 2% of the respondents may or may not buy.
Majority (91.33%) of the respondents will surely buy if the price increases.

RANK ANALYSIS

TABLE 6.3
Table Showing the Respondents Reason for Preferring Royal Enfield

Sno	Particulars	1	2	3	4	5	Total	Rank
1	DESIGN	40(5)	10(4)	70(3)	10(2)	20(1)	490	2
2	BRAND NAME	80(5)	10(4)	40(3)	5(2)	15(1)	585	1
3	SOUND	10(5)	30(4)	30(3)	40(2)	40(1)	380	4
4	DURABILITY	25(5)	20(4)	30(3)	50(2)	25(1)	420	3
5	PERFORMANCE	20(5)	5(4)	5(3)	30(2)	90(1)	285	5

(Source: Primary Data)

INTERPRETATION

From the above table, it is revealed that the Brand Name was ranked 1st, Design was ranked 2nd, Durability was ranked 3rd, Sound was ranked 4th and Performance was ranked 5th.

- **Majority (91.33%) of the respondents will surely buy if the price increases.**
- From the above table, it is revealed that the Brand Name was ranked 1st, Design was ranked 2nd, Durability was ranked 3rd, Sound was ranked 4th and Performance was ranked 5th.

7. FINDINGS

- From the respondents influenced factors to prefer royal Enfield bike, it is revealed that the 20% of the respondents are influenced by the factor to prefer Mileage, 13.33% of the respondents are influenced by the factor to prefer Service, 66.67% of the respondents are influenced by the factor to prefer Performance.
- **Majority (66.67%) of the respondents are influenced by the factor to prefer Performance.**
- From the buying behavior of respondents if the price increases, it is revealed that the 91.33% of the respondents will surely buy if price increases, 6.67% of the respondents may buy, and 2% of the respondents may or may not buy.

8. SUGGESTIONS

- This study suggests that the Royal Enfield Company should concentrate more at the age group of 25-30 years.
- Most of the respondents are using Royal Enfield for the Brand Name of the company.
- Most of the respondents says price of Royal Enfield as expensive, so slight reduction in price may attract more audience than existing.
- Most of the respondents feel performance of Royal Enfield is not up to the expectation, so increasing the performance would widen the market and increase the customer satisfaction.



- The company should follow an aggressive selling concept. A non-aggressive selling concept which is clearly visible in its sales.

9. CONCLUSION

The study concludes the customer's preference in buying Royal Enfield bike. From the survey, the younger of 19-24 years and employed males are more interested in Royal Enfield Bike. The buying behaviour is governed predominantly by the need of power and respect for the iconic brand. Most of the customers are attracted to the new release of classic 350, continental GT and interceptor. It is found that the Customers are very loyal to Royal Enfield bikes.

10. REFERENCE

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