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

Prasath.M

Student of III B.Com.(PA), Department of Commerce with Professional Accounting,
Dr. N. G. P Arts and Science College, Coimbatore

P.Dhanya

Assistant Professor, Department of Commerce with Professional Accounting,
Dr. N. G. P Arts and Science College, Coimbatore

ABSTRACT

This study is to analyze the customer satisfaction, towards Royal Enfield bikes in Coimbatore city. The objective of the study helps to know demographic factors, buying behavior, of the customers. This study is about the preference for the Royal Enfield and it is done through questionnaires from the customers. The tools and techniques used were simple percentage, chi-square. The achieved result of the study reveals that ultimate users are the students who uses Royal Enfield Bike and most of the respondents prefer Royal Enfield due to company image and comfortable. The company must improve their mileage, model and colour in their Royal Enfield Bike.

KEYWORDS : *Royal Enfield, Customer Preference, Bullet, Automobiles*

INTRODUCTION

Motor cycles in India date back to the year 1955,when the Government of India required strong, rough and though motorcycles for Indian army and the police force in the western part of the country which had a rough and craggy terrain. The 350cc "Bullet" manufactured by the Royal Enfield company of United Kingdom was the first motorcycle in India. These motorcycles were put together in Chennai. This was the beginning for the Indian two wheeler industry.The motorcycles in India cater a variety of needs of consumers. It has become one most popular models of transporatation, and its preferred by the daily commuters. The segment of motorcycles went through a tremendous change in the 90s and the two wheeler market, especially the motorcycle market was filled with options.

STATEMENT OF THE PROBLEM

Customer satisfaction plays a crucial role in enabling an organization to change and develop with customers. Keeping the existing customer contended is generally much easier, takes less time and involves less expense. The reason for this is that it takes more time time to find new prospective customer. In this context study is conducted with special reference to customer preference. A company can earn more profits only when it has strong customer care towards product and services offered by the company. So to have stronger customer care it has to provide a competitive price further advertising to increase.

SCOPE OF THE STUDY

- The research was carried out to find out the factors which influence the customer perception to Royal Enfield.

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- The study is mainly on Royal Enfield bikes with the comparison brought out which shows the name of Royal Enfield.
- The study underwent is related to urban areas and semi-urban areas at Coimbatore city.
- The main reason for selecting the location for study is that this place is one of the booming markets for two-wheelers in Tamil Nadu.
- To suggest various factors to improve sales.

OBJECTIVES OF THE STUDY
- To study about the Royal Enfield company.
- To study about customer preference to Royal Enfield.
- To analyze factors influencing in selection of Royal Enfield.
- To know about the performance of Royal Enfield.

TOOLS FOR ANALYSIS
The primary data were coded, classified, tabulated and analysed. The statistical tools used for analysis of the study are:
- Simple percentage Analysis
- Ranking Correlation

LIMITATION OF THE STUDY
- The study is conducted to Royal Enfield customers.
- The study is conducted with special reference to Coimbatore city.
- The view & opinions of the customers are subject to change with changing time.

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.

Mrs.G.Murali Manokari (2013) in her study " A study on customers preference towards Royal Enfield motorbikes in Coimbatore city TamilNadu" stated that, Royal enfield customers preferences and their satisfaction level towards various aspects. The manufacturers should provide best combination of looks, Quality, Cost efficiency, Good features, Safety, Luxury and Performance.

DATA ANALYSIS AND INTERPRETATION
In this chapter the analysis and interpretation of "A study on customer preference to royal enfield with special reference to coimbatore city"is presented based on the opinion of samples of 120 respondents selected from Coimbatore city through a questionnaire containing 20 questions. These were analysed through three different tools and they are as follows,
Simple Percentage analysis
Rank Correlation

SIMPLE PERCENTAGE ANALYSIS:
Simple percentage analysis is the method to represent raw streams of data as a percentage for better understanding of collected data. Percentage analysis is applied to create a contingency table from the frequency distribution and represent the collected data for better understanding.

FORMULA:

$$Percentage = \frac{Number\ of\ respondents}{Total\ no.\ of\ respondents} \times 100$$

TABLE 1
TABLE SHOWING THE GENDER OF THE RESPONDENTS

SNO	PARTICULARS	NO. OF RESPONDENTS	PERCENTAGE
1	MALE	80	100
2	FEMALE	0	0
	TOTAL	80	100

(source: Primary Data)

INTERPRETATION

From the above table, it is revealed that the 100%of the respondents are male.

Majority (100%) of the respondents are Male.

TABLE 2
TABLE SHOWING THE EDUCATIONAL QUALIFICATION OF THE RESPONDENTS

SNO	PARTICULARS	NO. OF RESPONDENTS	PERCENTAGE
1	UPTO SCHOOL LEVEL	22	27.5
2	GRADUATE	23	40
3	POST GRADUATE	26	32.5
4	PROFESSIONAL	0	0
	TOTAL	80	100

(source: Primary Data)

INTERPRETATION

From the above table, it is revealed that the 27.5%of the respondents are qualified upto school level, 40% of the respondents are qualified graduation, 32.5% of the respondents are qualified till post graduate and 0% of the respondents are professional.

Majority (40%) of the respondents are Graduate.

TABLE 3
TABLE SHOWING THE OCCUPATIONAL STATUS OF THE RESPONDENTS

SNO	PARTICULARS	NO. OF RESPONDENTS	PERCENTAGE
1	STUDENT	0	0
2	EMPLOYER	39	48.75
3	EMPLOYEE	41	51.25
4	PROFESSIONALS	0	0
	TOTAL	80	100

(source: Primary Data)

INTERPRETATION

From the above table, it is revealed that the 48.75% of the respondents are employers, 51.25% of the respondents are employees.

Majority (51.25%) of the respondents are employees.

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TABLE 4
TABLE SHOWING THE SATISFACTION LEVEL OF PERFORMANCE OF THE BIKE

SNO	PARTICULARS	NO. OF RESPONDENTS	PERCENTAGE
1	0-20%	0	0
2	21-40%	0	0
3	41-60%	0	0
4	61-80%	0	0
5	81-100%	80	100
6	ANSWERED NO	0	0
	TOTAL	80	100

(source: Primary Data)

INTERPRETATION

From the above table, it is revealed that the 100% of the customers are satisfied with the bikes performance level of 81-100%.

Majority (100%) of the respondents are satisfied with the bikes performance level of 81-100%.

TABLE 5
TABLE SHOWING THE RESPONDENTS FINANCE PLAN TO PURCHASE THE BIKE

SNO	PARTICULARS	NO. OF RESPONDENTS	PERCENTAGE
1	FROM SAVINGS	48	60
2	FROM LOCAL FINANCE	0	0
3	LOAN FROM BANK	32	40
	TOTAL	80	100

(source: Primary Data)

INTERPRETATION

From the above table, it is revealed that the 60% of the respondents prefer to buy using savings, 40% of the respondents prefer to buy using loan from bank and 0% of the respondents prefer to buy using local finance.

Majority (60%) of the respondents prefer to buy using savings.

RANK CORRELATION

A rank analysis is any of several statistics that measure an ordinal association, the relationship between ranking of different ordinal variables or different ranking of the same variables, where a "ranking" is the assignment of the labels "first", "second", "third", etc., To different observation of a particular variable. A rank analysis measures of similarity between two rankings, and can be used to assess the significance of the relation between them. It is not necessarily a total order of object because two different objects can have the same ranking. The ranking themselves are totally ordered.

TABLE 6
TABLE SHOWING THE RESPONDENTS REASON FOR PREFERING ROYAL ENFIELD

SNO	PARTICULARS	1	2	3	4	5	TOTAL	RANK
1	DESIGN	10(5)	12(4)	18(3)	4(2)	20(1)	225	2
2	BRAND NAME	35(5)	18(4)	13(3)	7(2)	7(1)	307	1
3	SOUND	12(5)	4(4)	21(3)	34(2)	9(1)	216	3
4	DURABILITY	7(5)	20(4)	17(3)	11(2)	25(1)	213	5
5	PERFORMANCE	7(5)	26(4)	13(3)	16(2)	18(1)	228	4

(source: Primary Data)

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INTERPRETATION

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

FINDINGS, SUGGESTIONS AND CONCLUSION
FINDINGS
SIMPLE PERCENTAGE

- Majority (65%) of the respondent under the age – group of 19-24 years.
- Majority (100%) of the respondent are Male.
- Majority (70%) of the respondents are unmarried.
- Majority (50%) of the respondents income are Rs.2,00,001 – Rs.3,50,000.
- Majority (40%) of the respondents are graduate.
- Majority (51.25%) of the respondents are employees.
- Majority (57.5%) of the respondents didn't consider any bike before buying Royal Enfield.
- Majority (100%) of the respondents own 4stroke vehicle previously.
- Majority (100%) of the respondents are awarenessed by friends.
- Majority (37.5%) of the respondents purchase decision are made by family members.
- Majority (80%) of the respondents plays role as user.
- Majority (72.5%) of the respondents are not using vintage Royal Enfield.
- Majority (61.25%) of the respondents has said their opinion is excellent on the appearance of the bike.
- Majority (45%) of the respondents like to buy classic 350/350.
- Majority (75%) of the respondents liked the ABS facility.
- Majority (100%) of the customers are satisfied with the bikes performance level of 81100%.
- Majority (100%) of the respondents prefer to buy the Royal Enfield in showroom.
- Majority (60%) of the respondents says price of Royal Enfield as expensive.
- Majority (60%) of the respondents prefer to buy using savings.
- Majority (53.75%) of the respondents will surely buy if the price increases.

- Majority (56.25%) of the respondents prefer to participate in Rider mania organized by Royal Enfield.

RANK ANALYSIS

From the above table, it is revealed that respondent's main reason to prefer Royal Enfield is BRAND NAME.

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 feel performance of Royal Enfield is not upto 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.

CONCLUSION

The study concludes that why the customers are preferring Royal Enfield. From the survey younger generation and middle age are more interested in Royal Enfield Bullet, the buying behavior is governed predominantly by the need of power and respect for the iconic brand and users are mostly employed males, 19-24 years of age, including some students. Most of the customers are attracted to the new release of classic 350/350,also customers are very loyal towards the brand Royal Enfield Bullet. Most of them prefer to buy their Bike Brand New showroom.

REFERENCE

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