

A Study on Factors Influencing the Customer in Purchase of Royal Enfield Bike in Coimbatore City

ABSTRACT

A motorcycle or a two wheeler is a vehicle which is used by many consumer in that royal Enfield is the most oldest brand in India. People mostly prefer this brand. In this project i had learnt about the study on factors of customer in purchase of royal Enfield bikes and the data collected from the consumer in periyanaickenpalayam. By these i had calculate the level of purchase of the royal Enfield bike for various reasons.

INTRODUCTION

The Royal Enfield was launched in India in 1955 it's an oldest motor cycle brand stands all over the world Chennai is one of the popular manufacturing plant of royal Enfield redditch and madras motors became partners in 1955 to form Enfield in India at present eicher motors is supporting this brand at first our government was in need of motor cycles for army and police department for patrolling by sorting they considered bullet 350cc is suitable for this job

All the spare parts of royal Enfield are handmade British had undertaken till 1947 after that it was undertaken by India. In 1935 g2 model was introduced and assumed the modern look, with vertical cylinder cast in pushrod tunnel and fully and those bikes were used enclosed value gear when the world war in the time of world war which is by came this bikes were went to army government for standing information and letters bikers were sent through royal Enfield by this the bike became most popular to army

Objective of the study

- To study the consumer perception towards the Royal Enfield bikes.
- To understand the attitude of the consumers towards the Royal Enfield bikes and also to understand the buyer behavior.
- To study the brand awareness, brand images and perception of consumers towards various brands.
- To study the preference of customers on different varieties of Royal Enfield bikes.
- To study consumer expectations in respect to Royal Enfield bikes.
- To study the brand loyalty of Royal Enfield customers.
- To give suitable conclusions and recommendations for findings.

METHODOLOGY OF THE STUDY

The research was carried out through survey method. Fieldwork was carried out in order to collect the data. Data was collected through questionnaire and interview with consumers. The study analysis of the data was done through simple statistical technique such as drawings of percentage for generalization. Construction to tables for tabulating the primary data. The use of bar diagrams, Pie diagrams and base diagrams to have better understanding etc., of the study are also adopted in the study.

ANALYSIS AND INTERPRETATION

TABLE 3.1

TABLE SHOWING THE RESPONDENTS OCCUPATION

Si no	Occupation	No of respondents	Percentage
1	Student	34	34%
2	Businessman	32	32%
3	Professionals	34	34%
4	Others	12	12%
	Total	100	

INTERPRETATION

The above table 3.1 shows that 34% of the respondents are students, 34% of the respondents are professional, 32% of the respondents are businessman, 12% of the respondents are others.

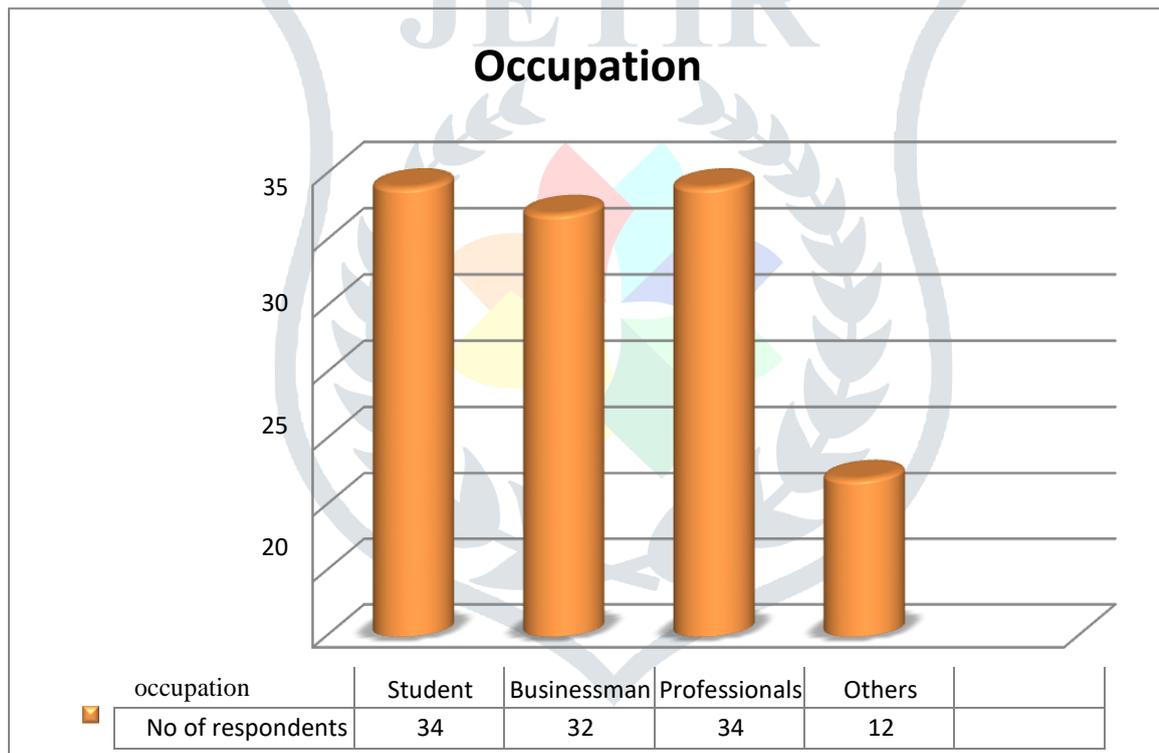


TABLE 3.2

TABLE SHOWING AGE GROUP OF RESPONDENTS

Sl no	Age group	No of respondents	Percentage
1	20-30 Years	62	62%
2	30-50 Years	30	30%
3	50 Years and above	8	8%
	Total	100	

INTERPRETATION

The above table 3.2 shows that 62% of the respondents were under age 20-30 years, 30% of the respondents were under age 30-50 years, and 8% of the respondents were under age above 50 years.

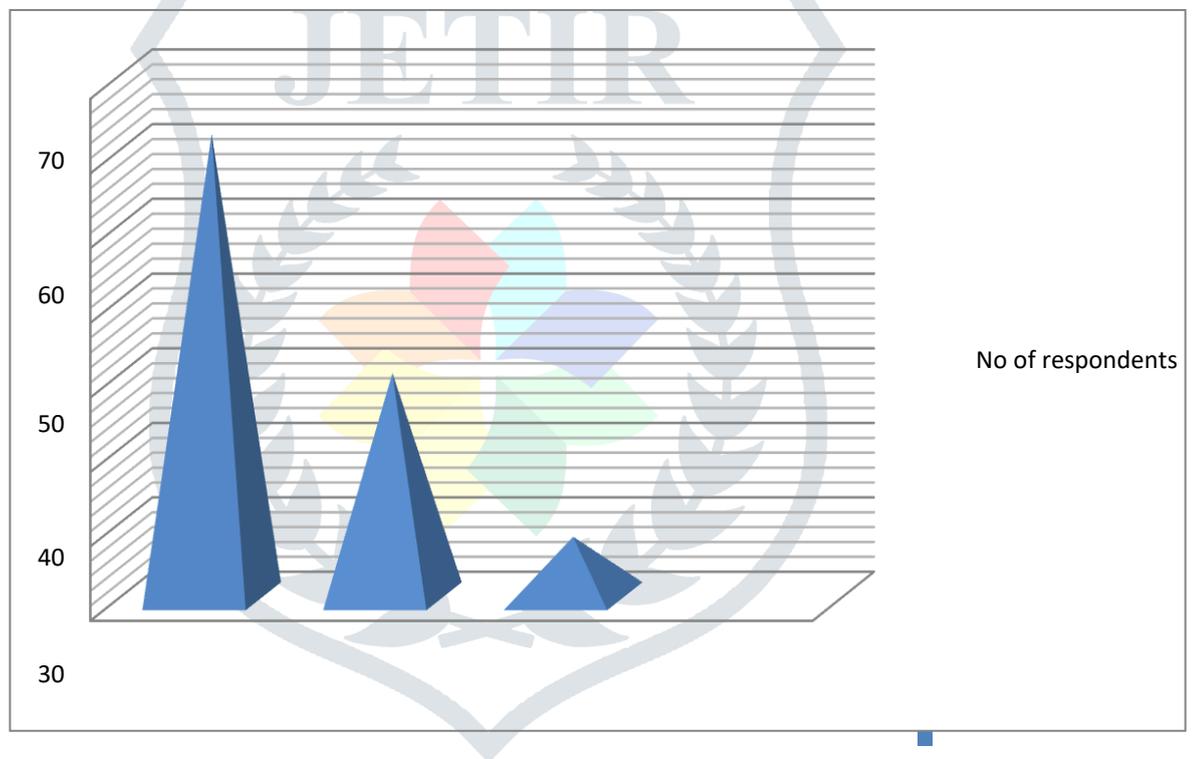


TABLE 3.3
TABLE SHOWING THE ANNUAL INCOME GROUP OF RESPONDENTS

Sl no	Income group	No of respondents	Percentage
1	Less than 1,20,000	28	28%
2	1,20,000-3,60,000	24	24%
3	3,60,000-7,20,000	38	38%
4	7,20,000 and above	10	10%
	Total	100	

INTERPRETATION

The above table 3.3 shows that 38% of the respondents are in the Rs.3,60,000-Rs.7,20,000 income group, 28% of the respondents are in the less than Rs.1,20,000 income group, 24% of the respondents are in the Rs.1,20,000-Rs.3,60,000 income group, and 10% of the respondents are in the above Rs.7,20,000 income group.

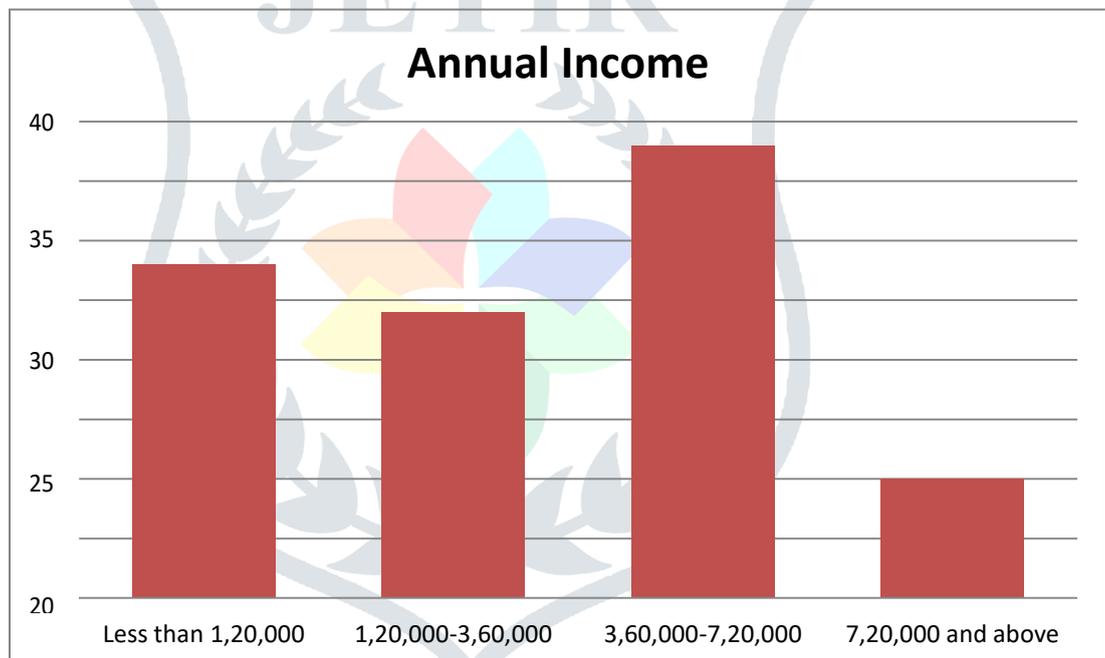


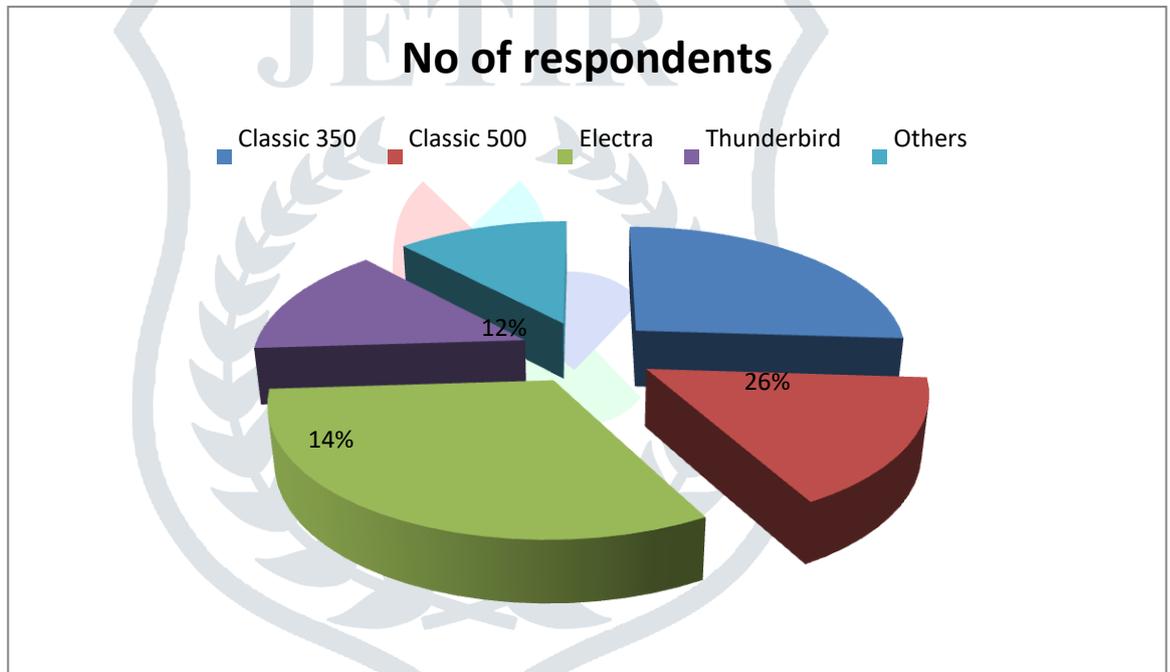
TABLE- 3.4

TABLE SHOWING THE MODEL OF BIKES USED BY THE RESPONDENTS

Sl no	Model	No of respondents	Percentage
1	Classic 350	26	26%
2	Classic 500	16	16%
3	Electra	32	32%
4	Thunderbird	14	14%
5	Others	12	12%
	Total	100	

INTERPRETATION

The above table 3.4 shows that 32% of the respondents are Electra model, 26% of the respondents are classic 350 model, 16% of the respondents are classic 500 model, 14% of the respondents are thunderbird model, and 12% of the respondents are others model.



FINDINGS

The sample picked from the population of users of two wheelers of Royal Enfield has thrown a new look into perception of consumers.

The findings are as follows

- 1) The study has shown that businessman and the students are the crunch followed by the professionals.
- 2) The Royal Enfield is having a young appeal as the 62% of the consumers are found to be below the age group of 20-30 years followed by 30-50 years.
 - Royal Enfield is placing their products in the appropriate price range. As the people of this income bracket less than 3,60,000 -7,20,000 can easily afford this Bike.
 - Customers are not attracted to only one particular model due to the variants available and because the Thunderbird 500/350 is the newly released models they are fast moving now.

3) Majority of the customers directly chose Royal Enfield as their bike and didn't even have a look at the nearest alternative bike and this shows the loyalty of the customers towards the brand Royal Enfield.

- Advertisements are rarely recalled and are highly ineffective amongst non- Bullet riders. It's clear that Royal Enfield should concentrate on its advertising campaign to reach the customers.
- It clearly shows that mileage of the Royal Enfield bikes is economical & mileage between 35 and 40 that too on Indian roads with heavy traffic is a great deal.
- It is clear that majority of the respondents are satisfied with spare parts availability and we can say that Royal Enfield has good distribution channel for spare parts in the city.
- It is clear that majority of the people who choose Royal Enfield as their bike does not have any problems or issues with their bikes performance.

CONCLUSION

The study has helped Royal Enfield dealers to understand whether the customers are satisfied or not. If not what are main reasons for dissatisfaction of customer towards the dealer and what are the ways of improving the satisfaction level of customer towards dealer.

We can conclude younger generation and middle age are more interested in Royal Enfield, the buying behavior is governed predominantly by the need for Power and respect for the iconic Brand and users are mostly Professional Males, 20-35 years of age, including some students.

Most of the customers are attracted to newly released Classic 350/500, also customers are easily affording the price of Royal Enfield bikes and customers are very loyal towards the brand Royal Enfield.

Royal Enfield should concentrate on its advertising campaign to reach the customers, mileage of the Royal Enfield bikes is very economical and most of them prefer to buy their bike brand new from showroom with the spare parts available in market easily.

Royal Enfield has an excellent satisfaction level within the customer for its power, pick up, comfort, safety and with after sales service.

It is clear that Royal Enfield checks at the complaints registered by their customers on regular basis to maintain its brand value and entire Royal Enfield owner are passionate Royal Enfield fans.

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