

PERCEPTION OF THE CONSUMERS TOWARDS THE ROYAL ENFIELD TWO- WHEELERS IN TIRUCHIRAPPALLI TOWN.

Thandauthapani.A Assistant Professor, Dept. of Management, Srimad Andanvan College, (A), Trichy
Dr. S. Vasanthi, Associate Professor, PG & Research Dept. of Commerce, Holy Cross College (A), Trichy

Introduction

Marketing is the business of exchange relationship creating with customers for gaining satisfaction, as marketing plays a very significant role as one of the foremost elements in the managing a business. Consumer behaviour is the process of learning about the buying methods, selecting procedure and disposing ideas goods and services to satisfy the needs, or wants, and motives of the individual customers, groups or organizations.

Significance of the study

In India, two-wheelers form an integral part ranging from affordability, desire the various styles in bikes, and the reasons for buying it to ride on the Indian roads. The two-wheeler insurance coverage has created more knowledge for the consumers towards their demand as a need for purchasing the two-wheelers. Among other countries throughout the world, India stands as one of the largest country in producing two-wheelers and has registered a growth rate of 9.5% between 2006 and 2014, a steady growth of 14.8% has been recorded in 2014-2015 as commendable. The innovative campaign by the Government of India, "MAKE IN INDIA" is going to attract more FDI creating a further development into Indian two-wheeler segment. Recently the market for two-wheelers has increased and have shown a high FDI flow due to the enormous development of the Insurance in two-wheeler segment has made this sector to have a good incredible growth. Keeping in mind the massive growth opportunities of the two-wheeler riders among the present generation a study has been undertaken to analyze the Perception of the consumers who are owning and using Royal Enfield two-wheeler in Tiruchirappalli town.

Scope of the study

The world biggest market for two-wheelers have been manufactured in India to highlight that India has emerged into production and had overtaken the China by selling 17.7 million two-wheelers last year over 48,000 units every day. Next to Japan and China, India has become the third largest producer of Two-wheelers in the world. The two-wheeler market has reached a shift from scooters to motorcycles in the last ten years. Due to the bad conditions of the roads, the consumers in the rural area prefer sturdier motor bikes. The sales of the motor bikes are affected due to the increase in Petrol prices, but at the same time ease on the accessibility of credits for purchase of two-wheelers will lead to increase in demand of two wheelers. Though there are many key players in the two-wheeler manufacturing segment, the process of producing 100 CC bikes with less fuel consumption has attracted the middle income people. Thus this study entitled, "Perception of the consumers

towards the Royal Enfield two-wheelers in Tiruchirappalli town” gains significance as in the current trend the younger generations prefer highly innovative technology oriented products and their aspirations are very strong towards choosing and buying the right brand of the two-wheeler. The findings of this study will be helpful to researcher scholars, academicians, stakeholders and marketers to know the present market conditions of the two-wheelers in the market.

Objectives of the study

Following are the Objectives framed for this Research work.

1. To Portray the demographic profile of the sample respondents
2. To analyse the perceptions of the sample respondents towards Royal Enfield bikes in Tiruchirappalli town.

Research Methodology

This research work was undertaken in Tiruchirappalli town, to analyze the perceptions of the consumers about the perception of the Royal Enfield two-wheelers. Only 100 sample respondents were selected for the purpose of the study adopting Convenience sampling method. Statistical tools like Percentage analysis and Pearson Correlation Analysis has been applied to find the analysis and interpretations for this study.

Analysis of the study

The analysis and interpretations of the study highlights the results of the study entitled, “Perception of the consumers towards the Royal Enfield two-wheelers in Tiruchirappalli town, For the purpose of this study one hundred sample respondents were selected using convenience sampling method and by adopting survey method by way administering a well structured questionnaire with Rensis Likert five point scale.

DISTRIBUTION SHOWING THE DEMOGRAPHIC PROFILE OF THE SAMPLE RESPONDENTS

Demographic factor	Particulars	Frequency	Percentage %
Age	31-60	48	40
Marital status	Unmarried	83	69.2
Educational Qualification	UG	75	62.5
Occupation	Public sector	65	54.2
Family type	Joint family	73	71.5
Monthly Income	Below 100,000	86	71.1
Number of dependents	Less than 2	76	63.2
Total number of sample respondents = 100			

Source: Primary Data

The demographic profile of the sample respondents were analysed with Percentage analysis and it demonstrates that out of 100 sample respondents, 48 (40.%) of them are the majority respondents who belong to the age group between 31-60 years old.

In case of the marital status of the sample respondents 83 (69.2%) of them belong to unmarried group and they are the majority sample respondents. Educational qualifications of the sample respondents show that the majority of them hold UG degree and they are the 75 (62.5%) among 100 respondents. With occupation, 65 (54.5%) respondents work in Public sector and they are the majority sample respondents among one hundred respondents. 73 (71.5%) respondents out of 100 belong to Joint family and they form the majority in case of family type. The majority respondents are 86 (71.1%) out of 100 who belong to the group earning Rs. 1,00,000-Rs. 1,50,000 p.m. 76 (63.2%) respondents out of 100 respondents have less than two dependents and they are the majority in case of number of dependents in their family.

Correlations

Correlation Coefficient is calculated to ascertain the statistical relationships between two or more values in fundamental statistics. Pearson Correlation Coefficient is a measure of the strength and direction of the linear relationship between two variables that is defined as the (sample) covariance of the variables divided by the product of their (sample) standard deviations.

Correlation Coefficient is applied here to analyze the various variables such as level of awareness, consumer preferences, motivational factors, attitude towards the Brand Loyalty of the sample respondents among sample respondents in Tiruchirappalli City.

PEARSON CORRELATION COEFFICIENT BETWEEN FIVE DIMENSIONS

Variables	Brand Loyalty	Awareness	Consumer preference	Motivational factors	Perception	Attitude
Brand Loyalty	1.000	.587**	.654**	.554**	.507**	.716**
Awareness	-	1.000	.753**	.605**	.526**	.628**
Consumer preference	-	-	1.000	.687**	.650**	.725**
Motivational factors	-	-	-	1.000	.727**	.665**
Perception	-	-	-	-	1.000	.678**
Attitude	-	-	-	-	-	1.000

Source: Primary Data

** . Correlation is significant at the 0.01 level (2-tailed).

The correlation coefficient between Brand Loyalty and the level of awareness towards Royal Enfield two-wheeler is 0.587, which indicates 58.7 percentage positive relationships of the level and it is significant at 0.05% level. The correlation coefficient between brand loyalty and consumer preferences towards Royal Enfield two-wheeler is 0.753, which indicates 75.3 percentage positive relationships and it is significant at 1% level. The correlation coefficient between the brand loyalty and the motivational factors of the consumers towards Royal Enfield two-wheeler is 0.687 which indicates 68.7 percentage positive relationships and is significant at 1% level and similarly the other dimensions are positively correlated with each other. The correlation coefficient between the Brand loyalty and the perception of the consumers 0.727, which indicates 72.7 percentage positive relationships, it is significant at 1% level and similarly the other dimensions are positively correlated with each other. The correlation coefficient between the Brand loyalty and the attitude of the consumers towards Royal Enfield two-wheelers shows is 0.678, which indicates 67.8 percentage positive relationships and it is significant at 1% level and similarly the other dimensions are positively correlated with each other.

Thus there is a close positive relationship between the Brand loyalty and the level of awareness, consumer preferences, motivational factors, Perception and attitude about Royal Enfield among the sample respondents in Tiruchirappalli City are analysed in the Pearson correlation.

Conclusion

Two wheelers form an integral part of Indian roads. Ranging from affordability to desire to style statement, reasons for buying a two wheeler are many for Indian customers. The ever persistent demand for this mode of transport increases the need and knowledge about the two wheeler insurance cover as well. Though there are many brands available in the market, there is by a particular group who is very craze after the two wheelers with its brand name as Royal Enfield for its size, physical appearance, sound, and its style.

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