

A STUDY ON CUSTOMER PREFERENCES TOWARDS ROYAL ENFIELD BIKE

Submitted in partial fulfilment of the requirements for the award of

MASTER OF BUSINESS ADMINISTRATION

by

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**DEPARTMENT OF BUSINESS ADMINISTRATION SCHOOL OF MANAGEMENT
STUDIES**

SATHYABAMA

**INSTITUTE OF SCIENCE AND TECHNOLOGY
(DEEMED TO BE UNIVERSITY)**

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CATEGORY - 1 UNIVERSITY BY UGC

SCHOOL OF MANAGEMENT STUDIES

BONAFIDE CERTIFICATE

This is to certify that this Project Report is the Bonafide work of **HARIHARAN A (42410292)** who carried out the Project entitled “**A STUDY ON CUSTOMER PREFERENCES TOWARDS ROYAL ENFIELD BIKE**” Under my supervision from September 2023 to December 2023.

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Submitted for Viva voce Examination held on

Internal Examiner

External Examiner

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DECLARATION

I HARIHARAN A (42410292) hereby declare that the Project Report entitled A STUDY ON CUSTOMER PREFERENCES TOWARDS ROYAL ENFIELD BIKE done by me under the guidance of **Dr. SHEEBHA** is submitted in partial fulfillment of the requirements for the award of Master of Business Administration degree.

DATE:

PLACE:

HARIHARAN A

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ABSTRACT

The purpose of this study on customer preferences is to better understand what the needs and desires of Royal Enfield's patrons are. The study may offer pertinent and timely information regarding the customer's stance and degree of preference for Royal Enfield. Since this study's goals are to evaluate consumer preferences and ascertain how satisfied consumers are with the iconic Royal Enfield brand. This study also looks into the features and other aspects that persuade people to buy Royal Enfield motorcycles and finds out what the company's customers anticipate from it. must be aware of the customer's preferences and the factors influencing those preferences during the purchasing process. Customer preferences are heavily impacted by social, cultural, psychological, and personal aspects.

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CHAPTER-1

INTRODUCTION

ROYAL ENFIELD:



This company has its headquarterd in Chennai, Tamil Nādu, India. The company produces motorcycle, before it had its company & headquarterd in England and they produce cannon & guns for the military people & as well they produce bikes their 1st bike bullet which is the oldest motorcycle brand in the worlds production & the bullet model enjoys the longest motorcycle production in the world.

The company now as being in Chennai they produce only bikes. They produce totally around 12 different kinds of bikes. The company is takeover from the madras motors to Eicher limited. They produce the bikes in those way which is liked by all kinds of people so that they buy it as they are able to.

The bikes produced by ROYAL ENFIELD are:

1. Classic 500
2. Classic 350
3. Bullet 350
4. Bullet 500
5. Thunderbird
6. Thunderbird x
7. Thunderbird 350
8. Himalayan
9. Continental GT
10. Meteor
11. Scram 411
12. Inceptor

These bikes are been produced in Chennai plant and been supplied to all over India & world. The RE bikes are been used by Indian military, the look of the bike, the style, the sound each and every concept of RE bikes attract the people.

MANUFACTURING PLANTS:

The company has totally 4 manufacturing plants, they are:

- Thiruvottiyur, Chennai, Tamil nandu India.
- Oragadam industrial corridor, orgadam Chennai, Tamil Nādu, India ○ Sipcot industrial park, vallam vadagal, Chennai, tamilnadu, India.
- Campana, buenos, Argentina.



After the Indian Independence Act 1947 the new government looked for a suitable motorcycle for its army to patrol the country's border. In 1952 the Royal Enfield Bullet was chosen as the most suitable bike for the job. In 1954, the government ordered 800 in units of the 350-cc model. In 1955, the Redditch company partnered with *Madras Motors* in India to form 'Enfield India' to assemble, under licence, the 350 cc Royal Enfield *Bullet* motorcycle in Madras (now called Chennai). The tooling was sold to Enfield India so that they could manufacture components By 1962, all components were made in India. The Indian Enfield uses the 1960 engine (with metric bearing sizes), Royal Enfield still makes an essentially similar bike in the 350 cc and 500 cc models, along with several different models for different market segments.

In 1990, Royal Enfield collaborated with the Eicher Group, an automotive company in India, and merged with it in 1994, Apart from bikes, Eicher Group is involved in the production and sales of commercial vehicles and automotive gears. Although Royal Enfield experienced difficulties in the 1990s, and ceased motorcycle production at

their Jaipur factory in 2002, by 2013 the company opened a new primary factory in the Chennai suburb of Oragadam on the strength of increased demand for its motorcycles. This was followed in 2017 by the inauguration of another new factory of a similar size to the facility at Oragadam (capacity 600,000 vehicles per year) at Vallam Vagadal. The original factory at Tiruvottiyur became secondary, and continues to produce some limited-run motorcycle models.

Flooding, produced by the heaviest rainfall in Chennai in over a century, caused Royal Enfield to cut production by 4,000 motorcycles in November 2015, followed by a shutdown of the plants in Thiruvottiyur and Oragadam on 1 December, as well as the company offices in Chennai. Production resumed at 50% capacity on 7 December and operations at both plants were back to normal on 14 December.

Royal Enfield announced its first takeover of another company in May, 2015 with the purchase of a UK motorcycle design and manufacturing firm, Harris Performance Products, that had previously developed the chassis of the Royal Enfield Continental GT Cafe



Racer. Harris work with the UK-based part of Royal Enfield's development team, who are based at the UK Technology Centre at Bruntingthorpe Proving Ground in Leicestershire.

The team was established in January 2015, and moved into their new, purposebuilt facility in May 2017. By the end of 2019, the team numbered 155 and carries out the full spectrum of design and development activities, from concept generation and clay design to engineering design, prototyping and validation.

Royal Enfield currently sells motorcycles in more than 50 countries. Royal Enfield surpassed Harley-Davidson in global sales in 2015.

In August 2015, Royal Enfield Motors announced it is establishing its North American headquarters and a dealership in Milwaukee, Wisconsin, with the intention to offer three bikes, the Bullet 500, Classic 500 and Continental GT 535 Cafe Racer as they feel this engine size represents an under-served market. The dealership will be Royal Enfield's first company-owned store in the U.S., according to Rod Copes, president of Royal Enfield North America. The company wants to establish about 100 dealerships in American cities starting with Milwaukee.

Later in August 2015, parent-business Eicher announced its entry in Indonesia as a part of its global strategy in the mid-sized (250–750 cc) motorcycle segment, initially starting retail operations from a dealership in Jakarta. From April to September, 2015, Royal Enfield's domestic sales were 50% higher than the previous year, despite a declining motorcycle market in India.

CONCEPT OF PERCEPTION

Perception' refers to customers' awareness, their impressions, and their opinions about your business, products, and brand. **Customer perception is shaped by multiple variables**, including direct and indirect interactions with your offerings.

4 STAGES OF CUSTOMER PERCEPTION

1. Exposure

Exposure includes the elements like colours, logo, sound, ambience which a customer experiences when they interact with a brand or a product. When we see a particular colour and taste a unique flavour it can get our attention which forms the second stage.

2. Attention

Attention comes into picture when the exposure stage completes and the customer takes notice of the message and product being marketed. If the attention results in positive experience, it may get into the interpretation stage.

3. Interpretation

Interpretation is how a customer assigns meaning or some value to the inputs and experience in the first 2 stages of customer perception. It can lead to comparison with another similar product or some similar experience from the past. Overall the customer assigns some meaning to the overall experience with the product.

4. Retention

Now the final stage is when the customer remembers the interaction for future references by storing it in the memory. This means that the customer perception is now formed. It may be positive or it may be negative as well.

IMPORTANCE OF CUSTOMER PERCEPTION

Customer Perception is very important for companies or brands as it tells them how their potential customers think about them. It is very important because if the customer form a negative perception, then no amount of work on brand or product will improve sales. The companies need to know at all times how customer perceive them so as to tweak the positioning or offers to make sure that the brand image and identity are in sync.

Also, it is very important as many a times the customer perception stays for a long time in the minds of the consumers and sometimes it can be permanent as well. Initial Customer Perceptions needs to be positive as that will lead to the future scope of the brand. The negative image of the brand affects the overall customer perception affecting the bottom line. The customer perception can be improved by following the customer perception cycle as stated below as a fresh start listing to what the customers perceive and expect from the product/service offered by the organization.

FACTORS AFFECTING PERCEPTION

Our ideas, opinions and actions are usually responses to something else. It may be a person or a situation that makes us think a certain way. Perception may even be negative, which can have adverse effects in the workplace.

One's attitudes, motivations, expectations, behaviour and interests are some of the factors affecting perception. Let's explore these factors with examples to understand the importance of perception in a professional setting.

INDIVIDUAL DIFFERENCES

Every person is unique and brings different attitudes to a team. You may work well when collaborating with others while your coworker prefers to work in isolation. Each of these differences affects your perception of your team and organization. You'll behave differently when you're working with your colleague as opposed to someone else. Your perception of your coworker shapes the way you work as well. In the workplace, it's necessary to respect these differences and work with others to create harmony.

MOTIVATIONS

Say you want to work for a few years and gain enough experience to get into business school for an MBA. Your motivations will impact your perception of your work. You're more likely to make just enough effort to work well, get positive feedback and fulfil your requirements. So, our motivations affect the way we approach a situation. When it comes to teamwork, each member's motivations will be different. But to achieve collective goals, management has to bring everyone on the same page and communicate their expectations.

ORGANIZATIONAL BEHAVIOR

For Priyanka, her informal organization transformed into a traditional hierarchical office. Her behaviour as a professional had to change to accommodate her external environment. When you're working with others and aiming to

accomplish long-term goals, you have to meet them halfway. An organization's values, mission and beliefs are important factors influencing perception.

PAST EXPERIENCES

Our past experiences shape us into who we are today. We can't separate ourselves from them. Past experiences are also significant factors influencing perception. They shape our personal biases and opinions as well as our expectations from others and ourselves. It's important to be open to changing our perceptions when situations change. For instance, the Earth wasn't always considered to be round.

EXTERNAL FACTORS

Perception isn't only affected by internal or personal factors. External factors affecting perception can include what people think of us, others' expectations and cultural norms such as taboos or rules followed by society.

The importance of perception is that it helps us define who we are, where we're headed and what we can do to be better. If you can learn to change your perception of others by understanding them, you'll build meaningful relationships at work.

It's important to learn more about the factors affecting perception and the characteristics of

perception to better understand others. Harappa's Decoding Others course will enable you to avoid the trap of first impressions. You'll learn how to be more sensitive to people and your surroundings. Perceive the world as it is and respond to it appropriately to achieve your goals!

Explore topics such as What is Empathy, How to be Empathetic, Empathy at Workplace & Three-Step Process for Reading People from Harappa Diaries and develop critical work skills that will help you deal with different types of people.

CHAPTER-2

REVIEW OF LITERATURE

- **Kotler (1965)** He tried to build up an essay on behavioral models and their usefulness in analyzing buyers. He described the buying process as a four stage activity consisting of Inputs (buying influences), Channels (advertising media, acquaintances, family), the Processor (buyers psyche) and finally the output representing the purchasing responses in terms of (the product choice, brand choice, retailer choice and the quantity purchased). The study incorporated the Pavlovian model, the Freudian model, and the Veblenian model depicting socio-psychological factors. These models have had widespread applications in the field of marketing.
- **Grubb and Grathwohl (1967)** formally proposed that “. The consuming behavior of an individual will be directed toward furthering and enhancing his self-concept throughout the consumption of goods as symbols”.
- **Rich (1968)** studied the impact of social class and life cycles as predictors of shopping behaviour. The study looked at the important dimensions and influencers across social class segments (lower class, middle class and upper class). It also studied shopping orientations across different stages of the consumer life cycle. The study questioned the importance of time taken by a consumer before buying and its relevance to the retailer.
- **Mahajan (1971)** in his article” inter-regional homogeneity of consumer behavior in India”, expressed Consumer behavior in India markedly differs between the rural and urban sectors and it is, in no small measure, selective among regions within each sector”.
- **Oh, H. 2000** introduces a comprehensive customer value framework and tests an extended value model with lodging products. The extended value model in this study newly incorporates the concepts of brand awareness, as compared to brand or product class, and price fairness. Based on Baron and Kenny’s guideline for mediation analysis, this study found the traditional customer

value process to be useful for lodging research and marketing. In addition, brand awareness and price fairness concepts were found to play significant roles in the customer value process. The article includes discussions on both managerial and research implications.

- **Anderson, Fornell and Mazvancheryl, 2004.** Regardless of the way that is over the top to produce satisfied and stable fast customers however that would show beneficial in a long continue running for a firm.
- **Gustafson, Johnson and Roos,(2005).** Thusly a firm should focus on the improvement of organization value and indict suitable workable expense of a particular complete objective to fulfill their customers which would finally help the firm to grip its customers.
- **Krishnan Santana. R (2007),** “Issue and future of the two wheeler industry” looks into various issues faced by the two wheelers industry. In terms of competition, the industry is likely to face competition from used cars and low cost cars. Other issues are the declining margins due to increased cost of material and shift in customer demand to electric vehicles to save patrol. In terms of growth, there are expectations that the industry is likely to grow by 5%, most of the growth is likely to come from motorcycles. Some of the Indian motorcycle companies are also likely to set up plants in foreign countries to meet export needs.
- **Eshghi, Haughton and Topi (2007)** Purchaser loyalty makes the customers loyal to vehicles industries. Previous researchers have originate that fulfillments can help the brand the customer creativeness to purchase create long and profitable relationship with their customers.
- **Virupaxi Bagodi and Biswajit Mahanty (2008)** in their research paper titled “Two wheeler service sector in India: factors of importance for sustainable growth” identified important factors to achieve customer satisfaction in towheeler service industry.
- **Faiz Ahmed Shaikh (2011)** in his research paper titled “A Critical Analysis of Consumer buying behavior of two-wheelers” reviews the current marketing in the two-wheeler industry and their impact on consumer.

- **Omesh Chandra (2011)**, “A study of consumer buying behavior towards bikes”. The main theme of the study is to the rapid changing perception of consumers towards power segment bikes to study the satisfaction level of consumers, who use bikes. Information was collected from a sample size of 50 respondents in four districts. The tool used in this study is chi-square tests. The study had found that 53% respondents are highly satisfaction with their bikes. 47% respondents are satisfied with their bikes. Finally it was conducted that most of the respondents were aware of many popular brands of bikes.
- **M. Sathish (2011)** in their study “A Study on Consumer Switching Behavior in pulsar Provider with reference to Chennai” stated that Indian mobile market is one of the fastest growing markets and is forecasted to reach 868.47 million users by 2013. India has seen rapid increase in the number of players which caused the tariff rates to hit an all time low. This allowed the players to target the low income population thereby increasing the market share. The availability of a number of subscriber options for consumers and varied tariff rates of each player, lead the consumers to switch between service providers. The objectives of the study are to find the factors that influence the consumers in switching the service provider and to delve into finding out the likeliness of switching the service provider. The type of research used for this study is descriptive research design. The area covered under this study was Chennai due to availability of well mixed population base in Tamil Nadu. A well structured questionnaire was designed and administered to collect samples across Chennai. Due to high population and need for variety of respondents, Cluster Sampling method was chosen. The sample size was 112. The variables considered for the study are Consumer demographics, Consumer satisfaction with existing service provider, Factors influencing the switching behaviour and factors that affect the switching behaviour of consumers and these were grouped into 4 categories namely customer service, service problems, usage cost and others. The results from the study reveal that call rates plays the most important role in switching the service provider followed by network coverage, value added service and customer care while advertisement plays the least important role.
- **Anil Kumar kanojia (2011)** in his research paper titled “Analysing the State Of Competition in Indian Two-Wheeler Industry” shows the oligopolistic nature of

the Indian two-wheeler industry and the propensity of the major players to increase their share. The study also reveals that urban and rural segments have different preferences in purchasing two-wheelers.

- **Abhijeet Singh 2011**, has mentioned that the Royal Enfield uses tools such as CRM along with tools like dealer management system which integrates & coordinates the leading application in the automobile industries, connecting more than one thousand dealers across India and moreover CRM DOS has helped the company to improve its inventory management, tax calculation & pricing & moreover this system has also proved to be beneficial to dealers because it has their working capital cost.
- **Jha, M. et al, (2011)** focused that the key success of automobile industry lies not only in having good products but also in being able to provide the customer with the level of service they desire. Because of increasing competitiveness in the Indian automobile Industry. Almost all manufacturers have invested valuable resource on customer satisfaction and product promotion as a tool of maximizing the sales and capturing the maximum market share. Moreover a large portion of society depends upon two-wheelers for transportation and travel, therefore the relationship between the customers and the market players must be established and explored to make the marketing effort fruitful and profitable. Advertising plays a major role in prompting the consumers to at least enquire about the product and on a optimistic note (Successful), to purchase the product. The present study too takes the initiative to understand the close relationship of advertising and the consumer behavior with a special reference to two-wheeler. Authors have tried to analyze the impact advertising can have on the buying behaviour of consumers in Two-Wheelers segment.
- **Ajith Shashidhar (2012)** has quoted that Royal Enfield India has stopped the program by the company rewards the after sale service of bike along with the purchase of spare parts from authorized dealers or service center of the company. The company used to give some extra bonus point to the customer on follow of the maintenance schedule prescribed by Royal Enfield. These bonus and loyalty points earned could be redeemed in return of exchange for new model.

- **Brijesh Kumar (2012)** has mentioned that Royal Enfield LTD, is running a program called good life passport relationship reward, with an objective to create an innovative environment for interaction between Royal Enfield and its customers. Members of this program are given a magnetic card in while all information is stored and this card is swiped when using any service at a showroom or workshop and it works like a loyalty benefit card.
- **Amrit Raj (2013)** has reported that Royal Enfield Ltd is a focusing on technology revamp by having tie ups with US based EBR racing and with Austria based engine maker AVL these moves are with an ultimate aim to extend arm in R&D as the company has decided not to run the existing brandson Royal Enfield engines, no company in automobile sector can fight competition on price. Companies need to have the right product, distribution, CRM and after sales service network to grow.
- **Biswajit Mahanty and Virupaxi Bogodi (2013)** has mentioned that Royal Enfield is an era of customer delight for the two wheeler industry and the conventional measures implemented by the service organizations tend to be inadequate to attract customers persistently.
- **Mrs. G. MURALI MANOKARI (2013) Publisher:** - ISR Journals and Publications Findings from the study of this literature of research shows how much customer prefers and their satisfaction level towards various aspects which are mostly influenced by socio-cultural, psychological & personal factors. Customers of Royal Enfield conveys, that in order to capture the market, the manufacturers have to give the best combination of looks, quality, cost efficiency good features, safety, and performance. This reason has also proved to be the reason behind the decade's long history of the Company.
- **Mrs. R. Kanaka Rathinam (2013) Publisher:** - ISR journals and publications The article provides detailed information about the preference of customer towards Royal Enfield bikes. In this article the author has mentioned how preference is influenced by culture, social, personal and psychological factors lastly with help of questionnaire method it was found that Royal Enfield is chosen my most of customers because of appearance, performance, and design.

- **Ms. Ameer Asra Ahmed (2013) Publisher:** - IJBARR Publications This article has given information about both perception and satisfaction towards Royal Enfield bikes. The Royal Enfield bikes are most preferred by middle aged and younger generation dominated by male. Their perception towards bike is muscularity, strong performance, mileage, and status. It is available everywhere and its parts are available everywhere. So Royal Enfield is preferred more and chosen more than other bikes.
- **R. Amesaveni, R Koila (2014),** “A study relating to consumer satisfaction level of working women towards two wheelers”. From his study majority of the 23 working women’s in rural India gave importance to the quality of the product, which also showed that the income level of the rural consumer was increasing, which also generate more consumption and purchasing power for the consumers. An organization should place emphasis on introducing new model in the society and manufacture two wheelers that give good mileage.
- **Mr. FAISAL.T (2014) Publisher:** - Asia Pacific Journal of Research This Study entitled “A STUDY ON CUSTOMER PERCEPTION TOWARDS ROYAL ENFIELD WITH SPECIAL REFERENCE TO MALAPPURAM DISTRICT” we found out that it was undertaken with the objective of finding out customer’s perception level on Royal Enfield bikes. It is felicitously observed from the study that the most customers of Royal Enfield are highly satisfied in almost all areas offered by Royal Enfield. This study shows that by improving fuel efficiency, service and advertisement and by introducing new models capable to compete with the fresher in the market.
- **Authr (2014)** states that do not buy vehicle model that is about to be discontinued as it can regret the buyer when looking for the spares and this also leads to a decline in the sale value of the vehicle. The researcher also agrees to the same as availability of spares and after sales is crucial of the vehicle and its resale value.
- **Dr Debasis Tripathy (2016),** “A Study on Consumer Satisfaction of Two Wheeler Bikes”, it studies the satisfaction level of consumers, who uses bikes. This study concludes that HONDA, BAJAJ and HERO shows maximum satisfaction in respect to mileage, power, design, and technology and after sales service whereas TVS attains least satisfaction. The TVS should work

extensively on the parameters taken in the study. It showed that consumers compare each factor deeply and select suitable bike accordingly; therefore companies should keep this in mind and produce such machines which don't create any disappointment in even one field.

- **Kottala Sri Yogi (March 2016) Publisher:** - Pacific Science Review B: Humanities and Social Sciences Customer perceptions while purchasing a Royal Enfield or any two-wheeler have been analysed by diff. Manufacturers through various ways. In this article the author uses fuzzy logic approach to accomplish the objective. Royal Enfield has given priority in high trade in value, ease of modification etc. this study has helped why to study why people choose royal Enfield over other bikes available in the market and the reasons like status, muscular, average of bike etc.
- **Philip Kotler(2016)** has mentioned the Royal Enfield has a policy where in its dealer's staff ranging from the CEO to the sales representative upholds personalized relationship with customers which include face to face and social media contact. This helps the company to know its customers as individual and helps the company to conduct ongoing research to keep up with defining the customers "need better.
- **S.Saravan, N Panchanathan and S Pragadeeswaran (2016)** concluded in their research paper "Markets and Consumers_Consumer Behavior Towards Showroom Services of Two-Wheeler with reference to Cuddalore District" that students and employees are more satisfied about showroom service and age of consumer is an important factor while choosing the brand of bike and all the consumers give importance all factors relating to buying a vehicle.
- **Ashokkumar M & Dr. R. Venkatesh (2017)**, in their article about "A Study on Customer Satisfaction towards Royal Enfield in Dharmapuri" stated that The world was very different in those days and there must have been a feeling of great excitement. Marketing research is the systematic collection of information from sources outside the business (or) research organization. Royal Enfield was doing quite well in south India, especially in the city of Bangalore.
- **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. Twowheeler users are very huge in Coimbatore especially youngsters are most admirable by Royal Enfield. They are highly satisfied by company image, model and comfortable.

○ **Sr. Sony Mariya (September 2018) Publisher: - IJCMR** This study has shown about the preference of Royal Enfield bikes. It was found that the ultimate users of these bikes are students who want to maintain image and also to be comfortable. Also, it is found that Sound (imp. Thing for bullets) is lower than old models so they have to maintain quality models. It is the most preferred bike in India and also it has many loyal customers especially young generations. So, we can say perception of customer on purchase of Royal Enfield bikes is good or we can say excellent.

○ **Christopher Lovelock & Jayanta Chatterjee(2018)** has concluded that with theRoyal Enfield vehicle growth of the service economy and emphasis on adding value enhancing services to manufactured goods, the line between services and manufacturing sometimes becomes blurred and many manufacturing firms from auto manufacturers are moving aggressively into service business.

○ **James A Schauer (2018)** has concluded that today it is only with the use of technology that the businesses are getting lucrative solutions for reducing the business cost, but business is not only about reduction in cost the other importantfactor on business.

○ **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.

- **Khade (2019)** researched if Royal Enfield customers in Coimbatore city were satisfied customers. The study gathered information on the impact of demographic factors on consumer buying behaviour. The study concluded that company image and riding comfort got higher points while mileage, model design and colour choices could not get similar ratings.
- **M Angel & Dr. Alagiri Samy (2019)** researched “A Study on buying behaviour of customers with reference to Royal Enfield in Villupuram district”. The purpose of the study on customer satisfaction would help us to understand the wants of the customers. The study also includes various factors mode of buying ,sources of stimulation, influencing factors, perception of customers towards price and performance .The study suggested to improve modern features and factors influencing the customers to buy the Royal Enfield bike.
- **Mc Collough, Michael A (2019)** is of the view that Royal Enfield Service guarantees have the potential to transform service organizations and despite their high potential value they remain the exception rather than the rule for service organizations. Further, service guarantees can provide a unifying framework that brings together the service quality literature, the complaining literature, the service failure and recovery literature, and the relationship marketing loyalty fields.
- **Saif Lillah Malik (2019)** has concluded that with the growth in size of the service sector of the global economy, services are distributed regionally, nationally and globally and are earning larger portion of an organizations revenue and the quality of their services plays a very important role in customer satisfaction and due to intense competition in the service sector,service providers are laying more emphasis on service quality to market leadership. The Royal Enfield concluded that customer satisfaction is significantly related with perceived service quality andperceived value.
- **Sanjay Kumar R, Dr. Mohammed Rafeer, Dr. Mohammed Arif Pasha (2020)**
 “ A Study on Customer Satisfaction towards sales service of Royal Enfield Acclaim Motors, Yelahanka Bangalore”. The purpose of the study was to check the dependability of management nature of Royal Enfield Acclaim Motors. The

- study completely said about sales after service of Royal Enfield Company was the important reason to survive in the market trends.
Dharnesh R (2020) researched “A Study on Customer Perception Towards Royal Enfield with special Reference to Coimbatore District”. The study has founded that customer perception level towards Royal Enfield Bikes. The study cleared that most of the customers are satisfied with the features, riding experience, power, etc. The study also suggested to improving overall customer service, fuel efficiency, safety measures like anti-lock braking system etc.
- **S Balachandran (2020)** has mentioned in the chapter "Developing the ServiceProduct" that a Royal Enfield Service product is the offer made to the customer, promising benefits and infinite options are available in creating depth and breadth in the product range. The delivery system is an integral part of service product and it should deliver consistently as promised, without being asked moreover performance beyond expectations and continuous upgrading are facilitated through attention to customer complaints and customization improves attractiveness.
- **Saandhra S (2021)** researched “A Study on Consumer Satisfaction of Royal Enfield with Special Reference to Paravur Municipality”. The purpose of the study was to know the consumer satisfaction on performance, quality, affordability and purchase behaviour of Royal Enfield. The project has found that majority of the customers were satisfied with the riding comfort and performance of Royal Enfield. The customers of Royal Enfield were satisfied with the product and most preferred model of Royal Enfield is Classic. Customers were satisfied with the affordability of service charges and timely delivery and suggested others to buy the Royal Enfield bike.
- **Arun Kumar V (2021)** researched “A Study on Brand personality of Royal Enfield with Special reference to Madurai District”. The purpose of the study was to find a brand personality of Royal Enfield. The study emphasis on the ever-increasing Indian population coupled with faster urbanization has provided

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a great opportunity and challenge to the automobile industry. With a greater number of consumers becoming mobile due to the expansion of villages to cities to megacities, the need for a modernized bike has become a desire and necessity.

Nisha Kerketta, Pradeep Kumar Deka, and Chandan Dutta (2021)

researched “A Study on the Choice Criteria of Royal Enfield Motorbikes in Ranchi City, Jharkhand”. The study was carried out to identify needs and wants of the customers and their expectations from the brand and also analysed customer preferences and service satisfaction levels of existing customers. The study found that most customers choose Royal Enfield vehicle because of the availability of spare parts and vehicular features like appearance, design, engine quality etc.

- **Mukesh kumar** “Hero Honda Motors Ltd., the manufacturer of India Largest selling 100 CC Motorcycles was incorporated on Jan. 19, 1984. Hero Honda is a successful blend of 12twounique cultures world market leaders i.e., Honda Motor Company of Japan Hero Group of India. The partnership between Honda’s Manual’s to manufacture 100 CC Motor bike has been one of the most successful Indian joint Venture ever. HHML has brought to India a revolution on two-Wheeler by famous advertising campaign “Fill it-Shut It-Forget it “.

Today 2 plants of HHML are located on Delhi Jaipur highway”.ICRA Hero Honda Hero Honda been adding 500-600 customer touch points every year and has doubled the count from 2,000 in March 2006 to 4,200 (includes around 800 dealers) in March 2010. To strengthen its presence in the rural markets, HHML had launched a dedicated rural vertical in 2007 - 08, which took several new marketing initiatives including launch of a national-level programmed to direct sales efforts in territories with a population of 5,000 and above.

- **Dr: L. Vijay, Professor** in SA Eng. College Chennai and B. Jayachitra associate professor Vel Sreenivasa college Chennai. A Study named “CUSTOMER PERCEPTION WITH MOTOR CYCLE And published in International Journal of Marketing and Human Resource Management

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(IJMHRM). It is a comparative study between customers of Hero Honda, Bajaj and TVS to know customer perception and the reason to a customer opt for a particular brand. The study suggests that it is better to introduce eco- friendly bikes and to reduce cost in case of Hero Honda. Better to Introduce bikes for women and improve mileage in case of Bajaj. And it is better to take necessary step to improve brand image in case of TVS.

Vinodhini, Y Indian Two-Wheeler Market is passing through a continuous upsurge in demand which is resulting in high production of motorcycles in order to arrest the attention of the target buyer and induce them to buy. Two-wheeler companies are introducing variants of high end motorcycles that are made from youths 'perspective and these companies are mostly concentrating on certain unique attributes as essentials and latest technology in the making of these motorcycles. This article measures the factors and provides strategies that sustain motorcycle "Royal Enfield" buyer behavior.

CHAPTER-3

RESEARCH METHODOLOGY

OBJECTIVES OF THE STUDY

- To study the customer perception towards the royal Enfield bikes
- To study the preference of customers on different variety of royal Enfield
- To study the brand loyalty of royal Enfield customers
- to study the customers' expectations in respect of royal Enfield bikes

SCOPE OF STUDY

- The study will be extended towards the other parts of the state, country or universe
- The study can be confined to convent method.
- Instead of Royal Enfield it can be elaborated to other brands.
- The service sector of the company can also be targeted in deeper way

NEED OF THE STUDY

- To evaluate the product value of Royal Enfield brand.
- To compare the value of various model of Royal Enfield bikes.
- To compare the prime value of Royal Enfield bikes with other brand bikes.
- To know the preference of customers towards Royal Enfield.
- To analys the like and dislike of the customers towards Royal Enfield.

LIMITATIONS OF THE STUDY

- This is limited to 50 respondents as small sample in size represents the whole universe of re brand value
- The perception of each individual is different and it also differs with geographical boundaries which limits the study
- The study is confirmed to limited period of time
- The sample collection is confirmed only to the person known.

RESEARCH METHEDODOLOGY:

RESEARCH DESIGN:

This type of study for this project is descriptive research. It includes surveys & fact-finding enquiries of different kinds. The major purpose of descriptive research is description of state of affairs As it exists at present. The characteristics of this method is that the research has no control over the variables and the research can only report what happened or what is happening.

SAMPLE DESIGN:

The sample method adopted was convenient sampling.

SAMPLE SIZE:

Since the population is large, the sample size is restricted to 50 respondents in Chennai city only.

DATA COLLECTION:

Data may be derived from several sources. Data can be classified as primary data & secondary data. Primary data is the data gathered from the first time by the researcher. Secondary data is a data taken by the researcher from secondary sources , internal or external. The researcher must thoroughly search secondary data sources before commissioning any effort of collecting primary data.

RESEARCH DESIGN:

The primary data has been collected in this project, the Primary data has been used in the questioner & data analysis, interpretation part.

RESEARCH TOOL:

In this project percentage analysis, Bar chart, Pie diagram, Comparative bar diagram is been used.

CHAPTER-4

DATA INTERPRETATION & ANALYSIS

DATA INTERPRETATION

AGE GROUP OF THE RESPONDENTS:

AGE	RESPONDENTS	PERCENTAGE
18-25	32	64%
26-30	6	12%
31-35	4	8%
35& ABOVE	8	16%
TOTAL	50	100%

TABLE 4.1

50 responses

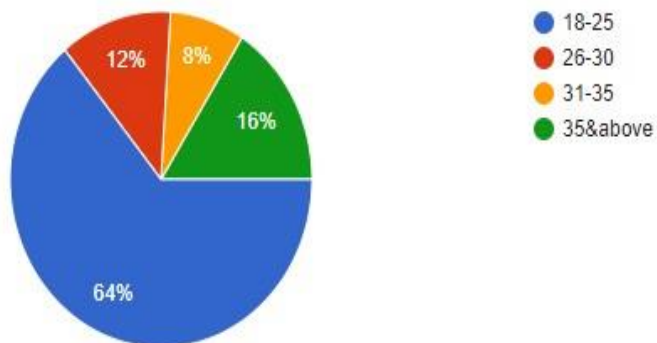


CHART 4.1

INTERPRETATION

The above table has 50 respondents out of them 64% are 18-05 age group, 16% are 35& above, 12% are 26-30 age group and 8% are 31-35 age group of people.

Hence, majority of people are 18-25 age group of people.

PROFESSION OF THE RESPONDENTS:

PROFESSION	RESPONDENTS	PERCENTAGE
STUDENT	23	46%
BUSINESS PERSON	14	28%
PRIVATE JOB	4	8%
GOVERNMENT JOB	0	0%
SELF EMPLOYED	3	6%
PROFESSIONAL	5	10%
HOMEMAKER	1	2%
TOTAL	50	100%

TABLE 4.2

50 responses

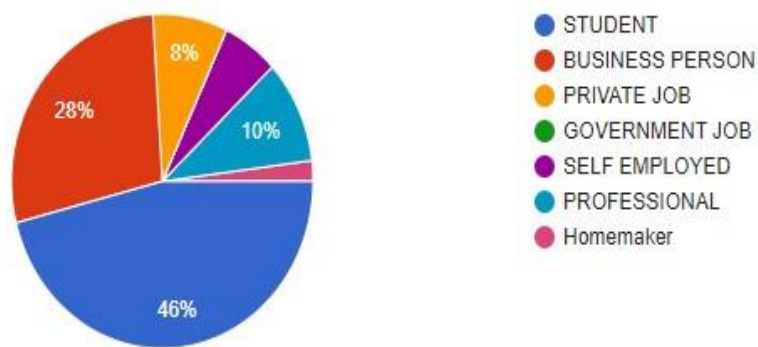


CHART 4.2

INTERPRETATION

The above table has 50 respondents out of them 46% are students, 28% are business person, 8% are private job, 0% are government job, 6% are self employed, 10% are professional job, & 2% are homemaker. Hence, majority of people are 46% students.

ANNUAL INCOME LEVEL OF RESPONDENTS (PA)

ANNUAL INCOME(PA)	RESPONDENTS	PERCENTAGE
BELOW 200,000	23	46%
200,001-500,000	19	38%
500,001 & ABOVE	8	16%
TOTAL	50	100%

TABLE 4.3

50 responses

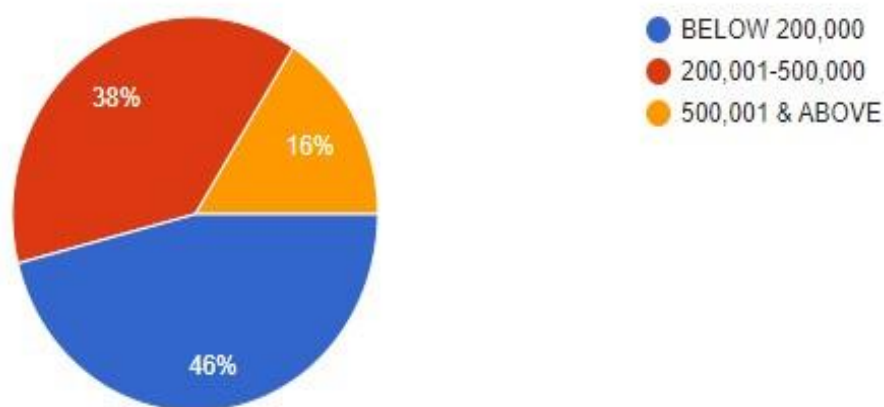


CHART 4.3

INTERPRETATION

The above table has 50 respondents out of them 46% are below 200,000 income, 38% are 200,001-500,000 income & 500,001 & above are 16%.

Hence, majority of people are 46% as Below 200,000

RESPONDENTS IDEA ABOUT BIKES:

IDEA ON BIKES	RESPONDENTS	PERCENTAGE
YES	44	88%
NO	6	12%
TOTAL	50	100%

TABLE 4.4

50 responses

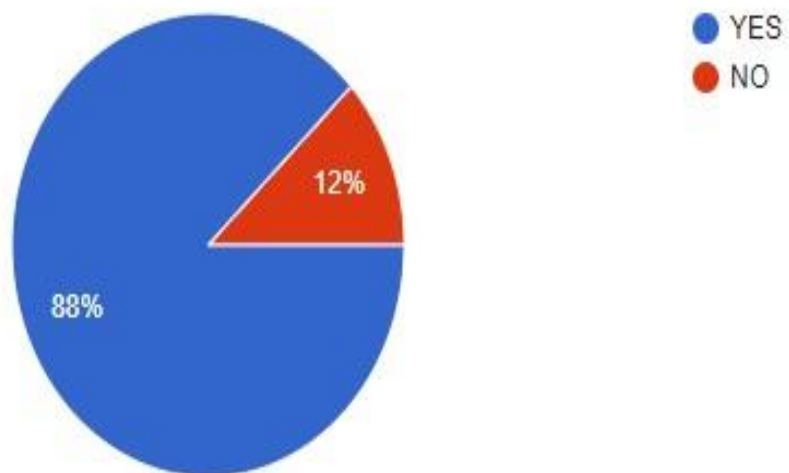


CHART 4.4

INTERPRETATION

The above table has 50 respondents out of them 88% said yes & 12% said no.

Hence, majority of people are 88% yes

FAVOURITE MOTORCYCLE BRAND

FAVOURIT MOTORCYCLE BRAND	RESPONDENTS	PERCENTAGE
ROYAL ENFIELD	28	63.6%
JAWA	2	4.5%
YAMAHA	9	20.5%
SUZUKI	1	2.3%
KAWASAKI	1	2.3%
TVS	1	2.3%
DUCATI	1	2.3%
PULSAR	1	2.3%
TOTAL	50	100%

TABLE 4.5

44 responses

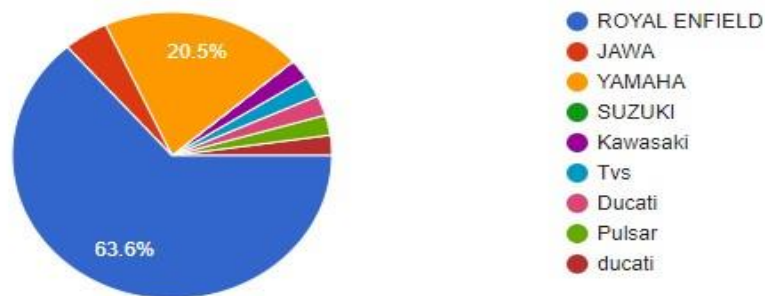


CHART 4.5

INTERPRETATION

The above table has 50 respondents out of them 63.6% of people said RE, 4.5% have said Jawa, 20.5% of people has said Yamaha, Suzuki, Kawasaki, Tvs, Ducati, Pulsar has same equal responds as 2.3%

Hence, majority of people are 63.6% and supporting ROYAL ENFILED.

PREFERENCE OF BIKE RIDING

DO YOU LIKE BIKE RIDING	RESPONDENTS	PERCENTAGE
YES	39	88.4%
NO	5	11.6%
TOTAL	44	100%

TABLE 4.6

43 responses

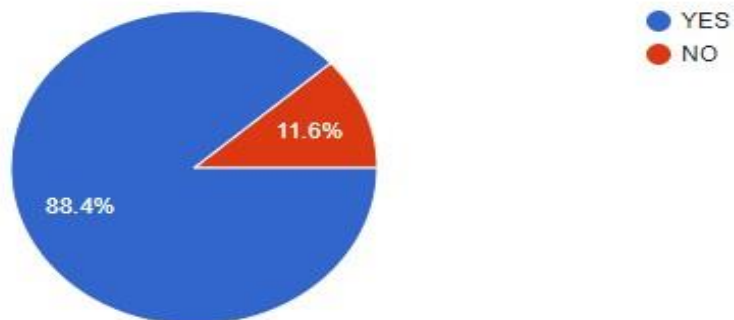


CHART 4.6

INTERPRETATION

From this question the eliminatory round starts

The above table has 44 respondents out of them 88.4% of people has said yes & 11.6% people said no.

Hence, majority of people are 88.4% yes.

PREFERENCE OF ROYAL ENFIELD

TABLE 4.7

RATE OF PREFRANCE OF ROYAL ENFILED	RESPONDENTS	PERCENTAGE
5	21	47.7%
4	19	43.2%
3	4	9.1%
2	0	0%
1	0	0%
0	0	0%
TOTAL	44	100%

44 responses

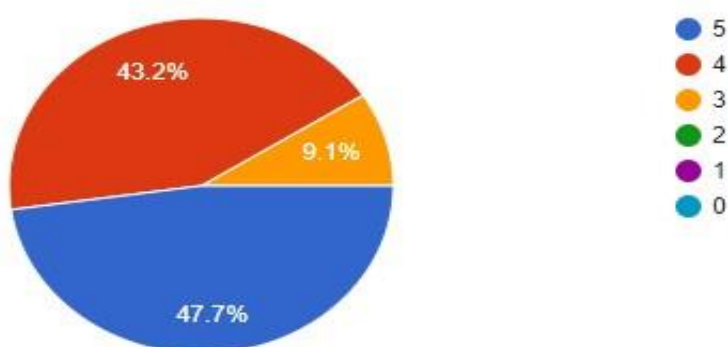


CHART 4.7

INTERPRETATION

The above table has 44 respondents out of them 47.7% rated 5, 43.2% rated 4, 9.1% rated 3, & 2,1,0 was rated by 0%.

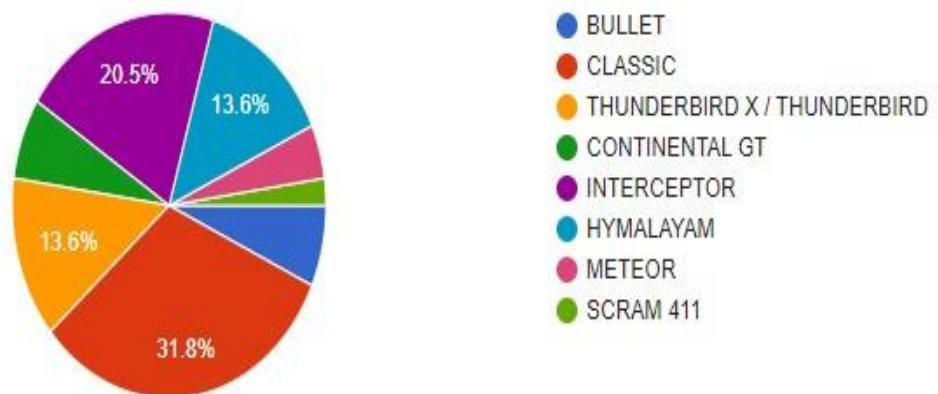
Hence, majority of people are 47.7% rated 5.

MODELS OF ROYAL ENFIELD BIKE

LIKING THE MODEL OF ROYAL ENFIELD BIKES	RESPONDENTS	PERCENTAGE
BULLET	3	6.8%
CLASSIC	14	31.8%
THUNDERBIRD X / THUNDERBIRD	6	13.6%
CONTINENTAL GT	3	6.8%
INTERCEPTOR	9	20.5%
HIMALAYAN	6	13.6%
METEOR	2	4.5%
SCRAM 411	1	2.3%
TOTAL	44	100%

CHART 4.8

44 responses



The above table has 44 respondents out of them 6.8% bullet & continental GT, 31.8% classic, 13.6% thunderbird x / thunderbird & himalayan, 20.5% interceptor, 4.5% meteor, & 2.3% scram 411.

Hence, majority of people are 31.8% as Classic.

OPINION OF RESPONDENTS ON PRICING OF ROYAL ENFIELD:

TABLE 4.9

PEOPLES PERCEPTION ON ROYAL ENFIELD BIKES	RESPONDENTS	PERCENTAGE
BIT EXPENSIVE	18	40.9%
HIGHLY EXPENSIVE	9	20.5%
GOOD PRICE AS PER BRAND VALUE	14	31.8%
MODERATE	3	6.8%
TOTAL	44	100%

44 responses

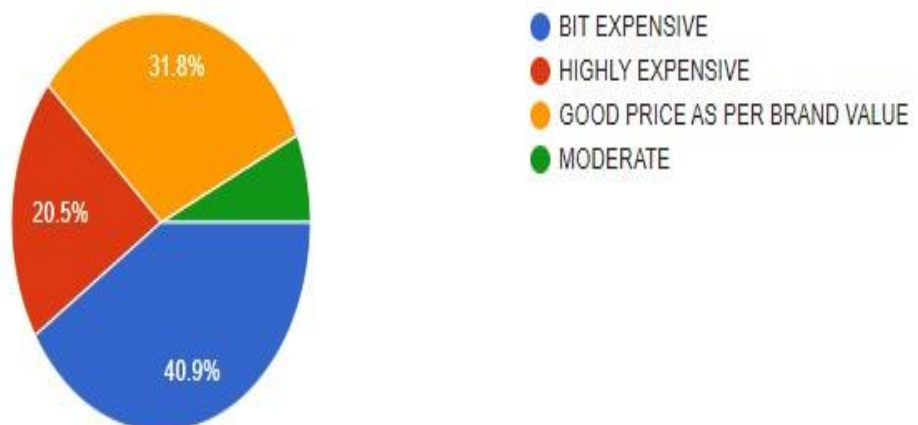


CHART 4.9

The above table has 44 respondents out of them 40.9% says bit expensive, 20.5% of people says highly expensive, 31.8% of people says good price as per brand value & 6.8% of people says moderate.

Hence, majority of people are 40.9% as bit expensive.

PERCEPTION OF RESPONDENTS

ROYAL ENFIELD IS YOUR DREAM BIKE.	RESPONDENTS	PERCENTAGE
YES	21	48.8%
NO	10	23.3%
MAYBE	12	27.9%
TOTAL	43	100%

TABLE 4.10

43 responses

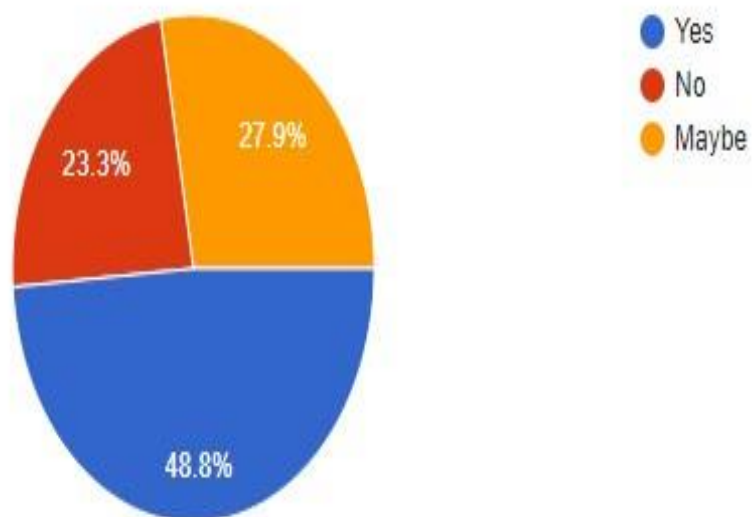


CHART 4.10

INTERPRETATION

The above table has 44 respondents out of them 48.8% said yes, 23.3% has said no & 27.9% of people has said maybe.

Hence, majority of people are 48.8% as yes.

OWNERSHIP OF ROYAL ENFIELD

OWN A ROYAL Enfield OR NOT	RESPONDENTS	PERCENTAGE
YES	14	32.6%
NO	29	67.4%
TOTAL	43	100%

TABLE 4.11

43 responses

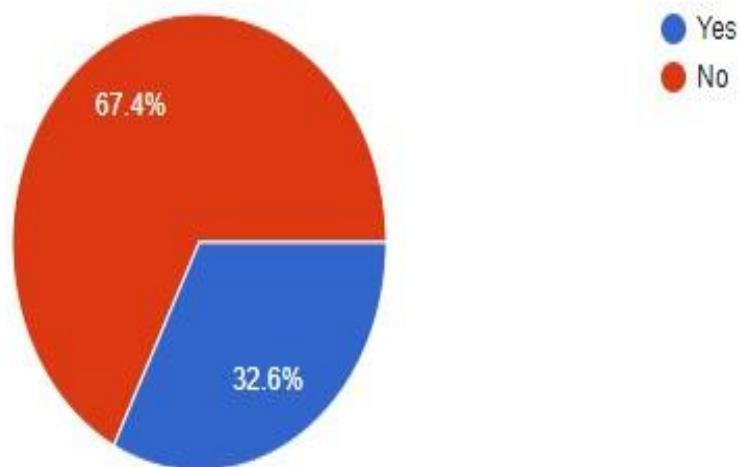


CHART 4.11

The above table has 44 respondents out of them 32.6% has said yes & 67.4% has said no.

Hence, majority of people are 67.4% with no.

BUYING ASPECTS OF ROYAL ENFIELD

ASPECTS OF BUYING RE	0	1	2	3	4	5
SAFTY	0	5	5	9	18	6
LOOK OF THE BIKE	0	2	3	9	13	16
STATUS	0	1	4	10	14	14
BRAND VALUE	0	2	4	9	14	14
COMFORT	0	2	5	11	15	11
PRICE	0	6	6	18	10	4

TABLE 4.12

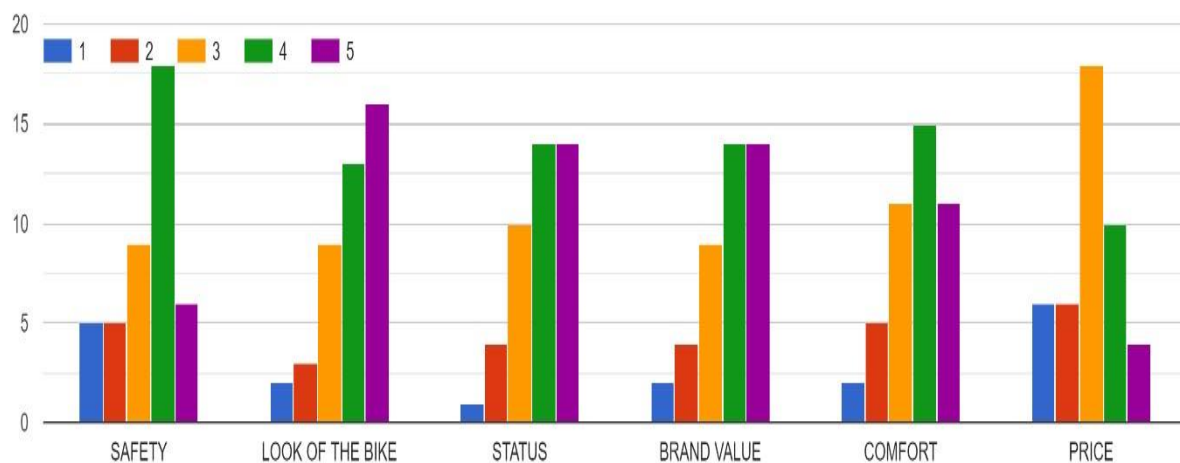


CHART 4.12

SAFETY: 18 People has rated 4, 9 people has rated 3, 6 people has rated 5, and 5 people has rated both 1&2.

LOOK OF THE BIKE: 16 People has rated 5, 13 people has rated 4, 9 people has rated 3, 3 people has rated 2, & 2 people has rated 1.

STATUS: 14 Members has rated 5 & 4, 10 people has rated 3, 4 people has rated 2 & 1 people has rated 1.

BRAND VALUE: 14 Members has rated 5 & 4, 9 members has rated 3, 4 members has rated 2, & 2 members has rated 1.

COMFORT: 15 members has rated 4, 11 members has rated 5&3, 5 members has rated 2 & 2 members has rated 1.

PRICE: 18 members has rated 3, 10 members has rated 4, 6 members has rated 1&2 & 4 members has rated 5.

MAJOR BARRIER FOR NOT BUYING ROYAL ENFIELD BY OTHERS:

THE BARRIER BETWEEN RE & OTHER MOTERCYCLE	RESPONDENTS	PERCENTAGE
HIGH MAINTENANCE	21	47.7%
LOW MILEAGE	10	22.7%
NOISY VEHICLE	6	13.6%
EXPENSIVE	7	15.9%
TOTAL	44	100%

TABLE 4.13

44 responses

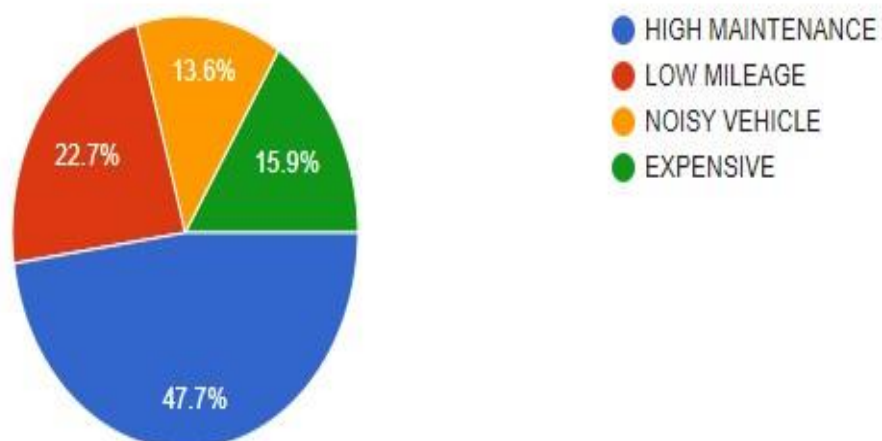


CHART 4.13

The above table has 44 respondents out of them 47.7% has said high maintenance, 22.7% has said low mileage, 13.6% has said noisy vehicle & 15.9% has said expensive.

Hence, majority of people are 47.7% has said high maintenance.

RATING OF SERVICE STATION OF ROYAL ENFIELD BIKES:

RATE OF SERVICE STATION	RESPONDENTS	PERCENTAGE
5	14	32.6%
4	21	48.8%
3	8	18.6%
2	0	0%
1	0	0%
0	0	0%
TOTAL	43	100%

TABLE 4.14

43 responses

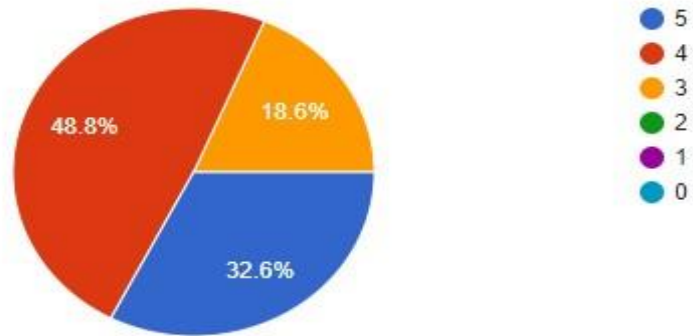


CHART 4.14

The above table has 44 respondents out of them 32.6% rated 5, 48.8% rated 4, 18.6% rated 3 & 2, 1, 0 rated 0%.

Hence, majority of people are 48.8% rated 4.

MODEL PREFERENCE OF ROYAL ENFIELD

WHICH MODEL OF BIKE DO YOU LIKE	RESPONDENTS	PERCENTAGE
THE OLD ONE	18	40.9%
THE MODIFIED WITH NEW FEATURES	26	59.1%
TOTAL	44	100%

TABLE 4.15

44 responses

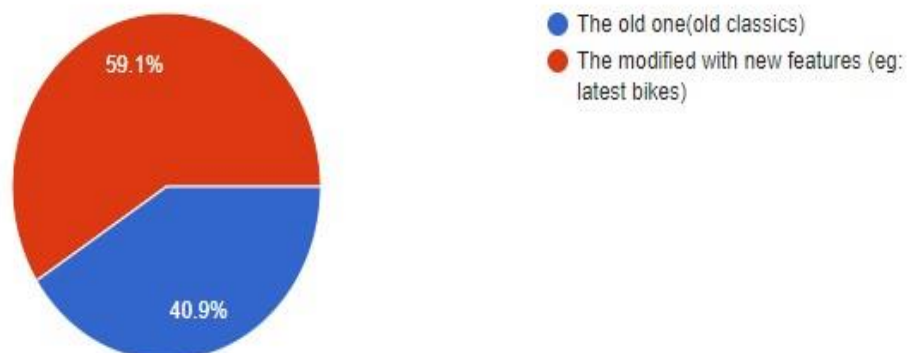


CHART 4.15

The above table has 44 respondents out of them 40.9% of people like the old classic, 59.1% of people liked modified with new features.

Hence, majority of people are 59.1% by liking the modified new bike.

Reason Behind Choosing The Royal Enfield Brand

REASON	RESPONDENTS	PERCENTAGE
Awareness	8	19.5%
Experience	17	41.5%
Recommendations	9	22%
Brand image	30	73.2%
Design	22	53.7%
Mileage	9	22%
performance	22	53.7%
Maintenance cost	6	14.6%
others	2	4.9%

TABLE 4.16

Reason behind choosing the Royal Enfield brand

41 responses

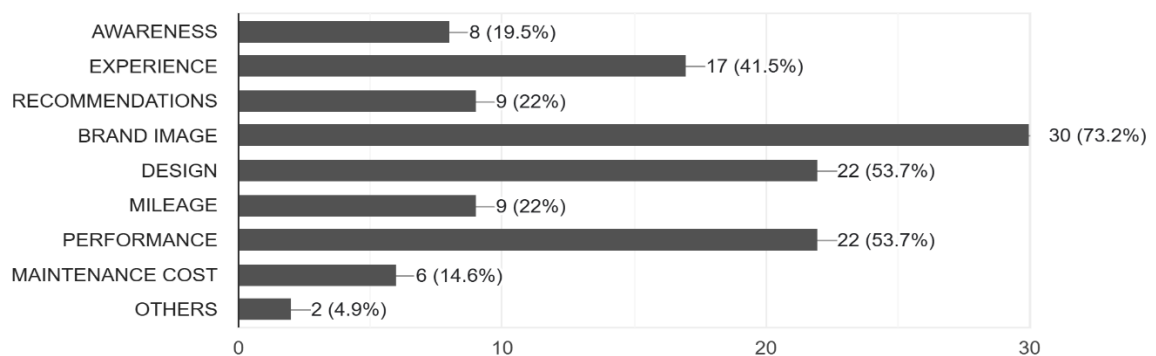


CHART 4.16

INTERPRETATION

The above table has respondents and their reason behind choosing the Royal Enfield brand from that mostly chooses the brand based on the Brand Image with 73.2% response.

Which color of the RE Bikes do you like the most

COLOURS	RESPONDENTS	PERCENTAGE
BLACK	26	63.4%
RED	4	9.8%
GREY	6	14.6%
GREEN	1	2.4%
DESERT	1	2.4%
OTHERS	3	7.6%
TOTAL	41	100%

TABLE 4.17

Which color of the RE bike do u like the most?

41 responses

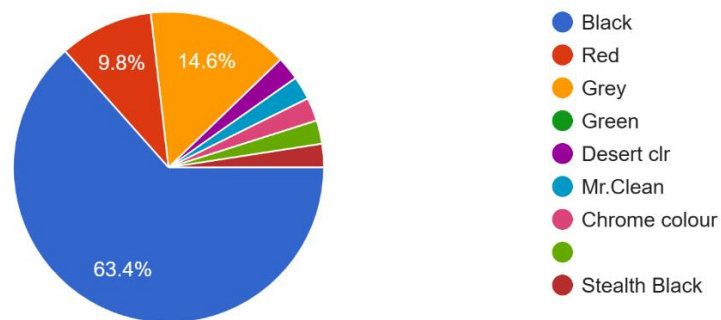


CHART 4.17

INTERPRETATION

The above table has total of 41 respondents in which mostly like the Black color by 26 respondents with 63.4%. green and desert has the least like with 1 respondent each.

Are you ok with the sound of the Exhaust in RE Bikes

CHOICE	RESONDENTS	PERCENTAGE
Yes	23	56.1%
No	7	17.1%
Maybe	11	26.8%
total	41	100%

TABLE 4.18

Are you ok with the sound of the Exhaust in RE Bikes?

41 responses

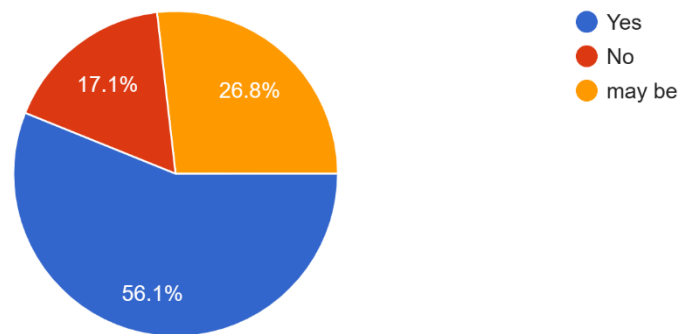


CHART 4.18

INTERPRETATION

The above table has 41 respondents 23 were said YES with 56.1% and 7 said NO with 17.1% and 11 said MAYBE with 26.8%.

ANALYSIS

ONE WAY ANOVA

Table indicates showing significant differences between how do you find Royal Enfield as a motorcycle brand (rate your preference)?1-low,5-high and which is your favourite motorcycle brand

Null Hypothesis (H0) There is no significant differences between Table indicates showing significant differences between how do you find Royal Enfield as a motorcycle brand (rate your preference)?1-low,5-high and which is your favourite motorcycle brand.

Alternative Hypothesis (H1) There is a significant differences between Table indicates showing significant differences between how do you find Royal Enfield as a motorcycle brand (rate your preference)?1-low,5-high and which is your favourite motorcycle brand

Tests of Homogeneity of Variances

				Levene Statistic	df1	df2	Sig.
WHICH IS YOUR FAVOURITE MOTERCYCLE BRAND?	Based on Mean			13.082	4	45	<.001
	Based on Median			2.960	4	45	.030
	Based on Median and with adjusted df			2.960	4	21.714	.043
	Based on trimmed mean			11.218	4	45	<.001

ANOVA

WHICH IS YOUR FAVOURITE MOTERCYCLE BRAND?

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	14.618	4	3.655	2.857	.034
Within Groups	57.562	45	1.279		
Total	72.180	49			

CHI SQUARE TEST

Table indicates showing significant differences between do you go for a ride or do you like bike riding and what do you think about the pricing of royal enfield

Null hypothesis (h0) there is no significant differences between between do you go for a ride or do you like bike riding and what do you think about the pricing of royal enfield

Alternative hypothesis (h1) there is a significant differences between between do you go for a ride or do you like bike riding and what do you think about the pricing of royal enfield

Case Processing Summary

	Valid		Cases Missing		Total	
	N	Percent	N	Percent	N	Percent
WHAT DO YOU THINK ABOUT THE PRICING OF ROYAL ENFIELD? * DO YOU GO FOR A RIDE OR DO YOU LIKE BIKE RIDING?	50	33.3%	100	66.7%	150	100.0%

WHAT DO YOU THINK ABOUT THE PRICING OF ROYAL ENFIELD? * DO YOU GO FOR A RIDE OR DO YOU LIKE BIKE RIDING? Crosstabulation

Count		DO YOU GO FOR A RIDE OR DO YOU LIKE BIKE RIDING?		Total
		1	2	
WHAT DO YOU THINK ABOUT THE PRICING OF ROYAL ENFIELD?	1	10	1	11
	2	10	0	10
	3	22	1	23
	4	6	0	6
Total		48	2	50

Chi-Square Tests

	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	1.416 ^a	3	.702
Likelihood Ratio	1.866	3	.601
Linear-by-Linear Association	.506	1	.477
N of Valid Cases	50		

a. 4 cells (50.0%) have expected count less than 5. The minimum expected count is .24.

COMPARISON OF AGE GROUP AND MODELS OF BIKES PREFERENCE.

AGE GROUP/ BIKE MODEL	18-25	26-30	31-35	35&ABOVE
BULLET	4.54%	NIL	NIL	2.27%
CLASSIC	25%	NIL	2.27%	4.54%
THUNDERBIRD X / THUNDERBIRD	4.54%	4.54%	2.27%	2.27%
INTERCEPTOR	15.90%	4.54%	NIL	NIL
HIMALAYAN	9.09%	NIL	NIL	4.54%
METEOR	2.27%	2.27%	NIL	NIL
SCRAM 411	NIL	NIL	2.27%	NIL

CONTINENTAL GT	4.54%	2.27%	NIL	NIL
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TABLE: 4.19

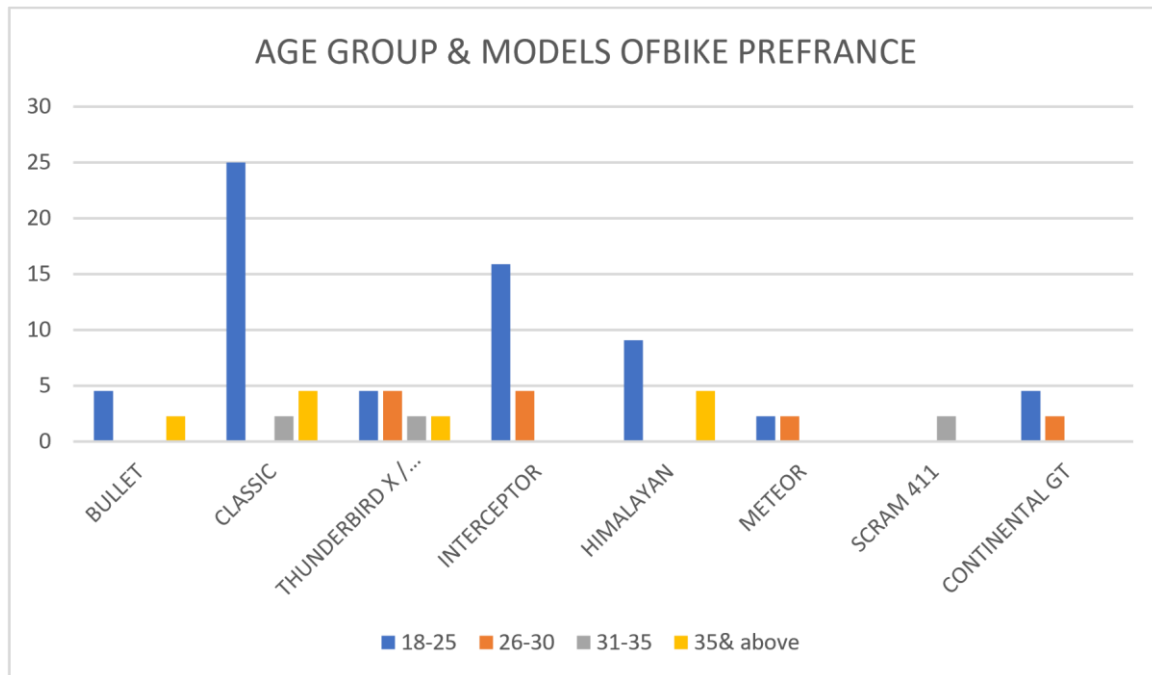


CHART 4.19

Age group of 18-25 the group of people likes the classic more as 25% followed by interceptor by 15.90%, 9.09% was by Himalayan, 4.54% was rated for bullet, thunderbird x/ thunderbird & continental GT, 2.27% was rated for meteor and 0% was rated for scram 411.

Age group of 26-30 the group of people likes the thunderbird x/ thunderbird & interceptor as 4.54%, meteor & continental GT had 2.27% rest bullet, classic, Himalayan & scram 411 had 0%.

Age group of 31-35 the group of people likes classic, thunderbird x/ thunderbird & scram 411 had equal demand as 2.27% and bullet, interceptor, Himalayan, meteor, continental GT has 0%.

Age group of 35 & above has liked classic & Himalayan as 4.54%, 2.27% was for bullet & thunderbird x/ thunderbird. Interceptor, meteor, scram 411 & continental GT has model has 0%

COMPARISON OF ANNUAL INCOME AND BUYING ASPECT.

ANNUAL INCOME/ BUYING ASPECT	BELOW 200,000	200,000-500,000	500,001 & ABOVE
BIT EXPENSIVE	25%	11.36%	4.54%
HIGHLY EXPENSIVE	4.54%	9.09%	6.81%
GOOD PRICE AS PER BRAND VALUE	15.90%	13.63%	2.27%
MODERATE	2.27%	4.54%	NIL

TABLE 4.20

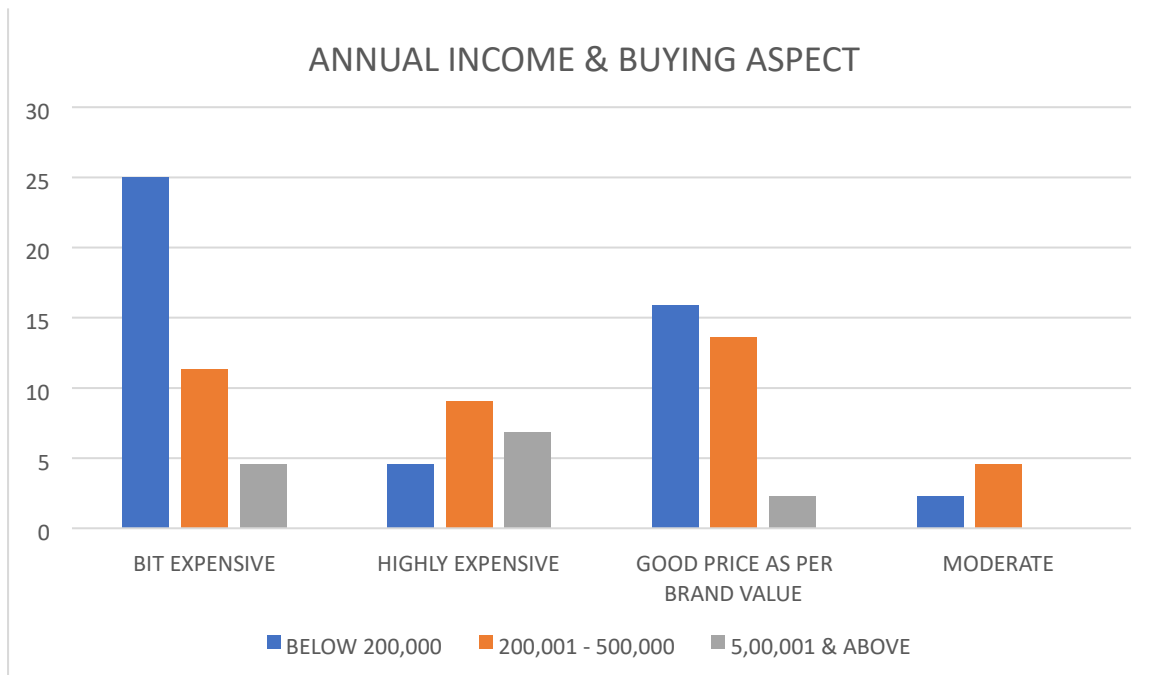


CHART 4.20

The annual income below 200,000 they feel buying Royal Enfield is bit expensive 25%, 15.90% of people feels its good price as per brand value, 4.54% of people thinks its highly expensive & 2.27% of people thinks its moderate price.

The annual income below 200,000-500,000 they feel buying Royal Enfield is 13.63% as good price as per brand value, 11.36% thinks as bit expensive, 9.09% of group says its highly xpensive & 4.54% of group says it as moderate price.

The annual income below 500,001& above they feel buying Royal Enfield is highly expensive as 6.81%, 4.54% feels as bit expensive, 2.27% of group feels as good price as per brand value & 0% thinks moderate.

CHAPTER-5

FINDINGS & CONCLUSION

FINDINGS

- The majority of age group of responds were 18-25 and it was 64%
- From the following respondents the majority 46% were students
- The income level of Below 200,000 level group had majority of responds as 46%
- From the total responds 88% of people have idea about bikes
- The 63.6% of group of people likes Royal Enfield than other bikes
- And the 88.4% of group of people likes bike riding even they don't like Royal Enfield
- The group of 47% has rated the 5 stars for the Royal Enfield bikes
- The group of 31.8% likes classic bike in compare to other Royal Enfield bikes
- A group of 40.9% feels the its bit expensive buying a Royal Enfield
- 48.8% of group has a dream of buying Royal Enfield bikes
- But even after having dream 67.4% doesn't own a Royal Enfield bike
- A group of people has rated 4 stars in safety part of Royal Enfield bike
- A group of people has rated 5 stars in looks of Royal Enfield bike
- A group of people has rated 4 & 5 stars as equal for status
- Even, brand value of the bike is also equal to 4 & 5 stars of Royal Enfield bike
- The group of people has rated 4 stars for comfort of Royal Enfield bike
- The group of people has rated 3 stars on buying of Royal Enfield
- 48.8% of group of people gives 4 star ratings on service station of Royal Enfield bikes
- 47.7% group of people feels high maintains is the problem on buying of Royal Enfield

- But, as on whole the most of people likes 51.9% likes the modified bike of latest Royal Enfield, Rather than the old one.

MAJOR FINDINGS

- A group of Age group 18-25 likes Classic bike as 25% rather than other models of Royal Enfield bikes
- And on other part of Age group of 26-30 likes interceptor & thunderbird x/ thunderbird as 4.54% rather than other models of Royal Enfield bikes ○ And, the Age group of 31-35 likes classic, thunderbird x/ thunderbird, scram 411 as 2.25% but not the other models of Royal Enfield.
- But, on the other hand Age group of 35& above likes classic & Himalayan as 4.45% rather than other models of Royal Enfield bikes
- The income level of 200,000 & below feels buying Royal Enfield is bet expensive as 25% because according to their income level the Royal Enfield is a bit expensive.
- The income level of 200,001-500,000 feels buying Royal Enfield is good price as per brand value 13.63% because the bike is worth for the value its sold & the income level is also comparatively good
- The income level of 500,001 & above feels buying Royal Enfield is highly expensive 6.81%. but as compare to other aspects they can afford easily.

CONCLUSION

- By the project entitled “CUSTOMER PREFERENCE TOWARDS ROYAL ENFIELD BIKE” was undertaken with the objective of findings out customer’s preferences on Royal Enfield bikes. Here adopted suitable methodology for the data collection and analysis. It’s clear that the customers are highly satisfied with the deliverables offered by Royal Enfield. The customers of Royal Enfield are happy to use the bike. As the Royal Enfield is selling the dream to customers instead of bikes. The study reveals that

improving milage , exhaust sound, and reducing price can easily make the whole customers into highly delight customers.

SUGGESTION

It is suggested that most of the people like Royal Enfield but couldn't able to purchase it as it has higher price. The suggestion from public to reduce price but not the quality.

The milage of the vehicle is low to increase the milage with same engine capacity to boost up the sales as it was suggested by the intense buyers

The maintains of the vehicle is high even the expenses cannot be bared by all the buyers again and again.

ANNEXURE-I

BIBLOGRAPHY

WEBSITE

- <https://en.wikipedia.org>
- <https://www.royalenfield.com>
- <https://auto.hindustantimes.com>

JOURNAL

- OFF ROAD ADVENTURE
- MOTOR TREND

BOOKS

- CONSUMER BEHAVIOUR (NATRAJAN)

ANNEXURE-II

QUESTONIER

1) NAME

.....

2) AGE

- A. 18-25
- B. 26-30
- C. 30-35
- D. 35 & ABOVE

3) PROFESSION

- A. STUDENT
- B. BUSINESS PERSON
- C. PRIVATE JOB
- D. GOVERNMENT JOB
- E. SELF EMPLOYED
- F. PROFESSIONAL

4) ANNUAL INCOME

- A. BELOW 200,000
- B. 200,001-500,000
- C. 500,001& ABOVE

5) DO YOU HAVE ANY IDEA ABOUT BIKES?

A. YES

B. NO

6) WHICH IS YOUR FAVOURITE MOTERCYCLE BRAND?

A. ROYAL ENFIELD

B. JAWA

C. YAMAHA

D. SUZUKI

E. OTHER

7) DO YOU GO FOR A RIDE OR DO YOU LIKE BIKE RIDING?

A. YES

B. NO

8) HOW DO YOU FIND ROYAL ENFIELD AS A MOTERCYCLE BRAND (RATE YOUR PREFERENCE)?

A. 5

B. 4

C. 3

D. 2

E. 1

F. 0

9) WHICH OF THE FOLLOWING MODEL OF ROYAL ENFIELD DO YOU LIKE MOST?

- A. BULLET
- B. CLASSIC
- C. THUNDERBIRD X / THUNDERBIRD
- D. CONTINENTAL GT
- E. INTERCEPTOR
- F. HYMALAYAM
- G. METEOR
- H. SCRAM 411

10)WHAT DO YOU THINK ABOUT THE PRICING OF ROYAL ENFIELD?

- A. BIT EXPENSIVE
- B. HIGHLY EXPENSIVE
- C. GOOD PRICE AS PER BRAND VALUE
- D. MODERATE

11) IS ROYAL ENFIELD YOUR DREAM BIKE

- A. YES
- B. NO
- C. MAYBE

12) DO YOU OWN A ROYAL ENFIELD

- A. YES
- B. NO

13) WHAT MAKES YOU TO BUY ROYAL ENFIELD

1 2 3 4 5

SAFTY

LOOK OF THE BIKE

STATUS

BRAND VALUE

COMFORT

PRICE

14) WHAT DO YOU THINK IS THE MAJOR BARRIER FOR NOT OPERATING ROYAL ENFIELD BY OTHER MOTERCYCLIST?

- A. HIGH MAINTENANCE
- B. LOW MILEAGE
- C. NOISY VEHICLE
- D. EXPENSIVE

15) HOW DO YOU RATE SERVICE STATION OF ROYAL ENFIELD MOTERCYCLE?

- A. 5
- B. 4
- C. 3
- D. 2
- E. 1
- F. 0

16) Reason Behind Choosing the Royal Enfield Brand

- A. Awareness
- B. Experience
- C. Recommendations
- D. Brand image
- E. Design
- F. Mileage
- G. Performance
- H. Maintenance cost
- I. other

17) Which color of the RE Bikes do you like the most

- A. Black
- B. Red
- C. Grey
- D. Green
- E. Desert
- F. others

18) Are you ok with sound of the Exhaust in RE Bikes

- A. Yes
- B. No
- C. Maybe