



CUSTOMER'S PERCEPTION ABOUT ROYAL ENFIELD BIKES

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Abstract

In mid-19th century England the firm of George Townsend & Co. opened its doors in the tiny village of Hunt End, near the Worcestershire town of Redditch. The firm was specialized in sewing needles and machine parts. In the first flush of enterprise, flitting from one opportunity to another, they chanced upon the pedal-cycle trade. Little did they know then that it was the beginning of the making of a legend. Soon, George Townsend & Co. was manufacturing its own brand of bicycles and in 1893 its products began to sport the name "Enfield" under the entity Enfield Manufacturing Company Limited with the trademark 'Made like a Gun'. The marquee was born. Royal Enfield is the makers of the famous Bullet brand in India. Established in 1955, Royal Enfield (India) is among the oldest bike companies. Royal Enfield has its headquarters at Chennai in India. Royal Enfield bikes are famous for their power, stability and rugged looks. It started in India for the Indian Army 350cc bikes were imported in kits from the UK and assembled in Chennai. After a few years, on the insistence of Pandit Jawaharlal Nehru, the company started producing the bikes in India and added the 500cc Bullet to its line. Within no time, Bullet became popular in India. Bullets became known for sheer power, matchless stability, and rugged looks. It looked tailor-made for Indian roads. Motorcyclists in the country dream to drive it. It was particularly a favorite of the Army and Police personnel. In 1990, Royal Enfield ventured into collaboration with the Eicher Group, a leading automotive group in India, in 1990, and merged with it in 1994. Apart from bikes, Eicher Group is involved in the production and sales of Tractors, Commercial Vehicles, and Automotive Gears. Royal Enfield made continuously incorporating new technology and systems in its bikes. In 1996, when the Government of India imposed stringent norms for emission, Royal Enfield was the first motorcycle manufacturer to comply. It was among the few companies in India to obtain the WVTA (Whole Vehicle Type Approval) for meeting the European Community norms.

Keywords: - Customer's Perception, Royal Enfield bikes, Purchase

Introduction

The two-wheeler industry has been going steadily over the years all over the world. India is not an exception for that. Today India is the largest manufacturers of 2 wheelers in the world. Until 1990 geared scooters dominated the two-wheeler market so much so that their sales equaled the combined sales of Motor cycles and Mopeds. Today the customer preferences have shifted from geared scooters to motorcycles and also to an extent to the premium end scooters. We are going to begin by looking at the first bikes. They didn't work very well and they were not very fast but moved with being drawn by a horse or being pedaled. When you look at a motorcycle today, have you ever

thought what the old bikes were like? Were they easy to ride? How fast did they go? Were they comfortable? To answer all these questions, we have got to go quite a long way back say about 100 years. The world was very different in those days. Then the First World War came in 1914, and the whole world changed. Bikes made in this first period, from 1885 until the end of 1914 are called veterans and the riders who are reliving how the first motorcyclist rode are still using many today. One such British Bike, which actually made its appearance in the scenario, was Royal Enfield and was produced in 1931 with four valve system. The name of the bike was given in 1932 with a suitable name of bullet which exactly had a good resemblance of the today's bike.

Literature Review

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 by most of customers because of appearance, performance, and design.

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.

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.

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.

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.

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.

Research Objectives

A critical component of a successful research engagement is a set of clearly defined and meaningful objectives. Having well-defined objectives narrows and focuses the research and ensures that the findings are relevant to decision-makers.

Main objectives for conducting this research: -

- To identify the factors influencing in selection of Royal Enfield.
- To study whether there is any change in perception of new generation towards Royal Enfield.
- To understand the reasons for change in perception, if any.
- To analyze the level of preference for new and old model of Royal Enfield.

Problem Statement

Understanding customer perception while purchasing Royal Enfield bikes.

Research Methodology

We will be taking descriptive research because our research includes the knowing Customer perception towards purchase of the problem. So that we can analyze the characteristics of the people for the brand only, we are not giving any method or concrete solution for increasing the demand of RE bikes.

For this research study Primary Data source of Questionnaire method has been used with the help of Google forms. And as far as secondary source is concerned Literature Reviews have been extracted from research websites.

For collecting research data, a questionnaire has been used of Google Forms to collect data from Male participants in Rajkot district above age 18.

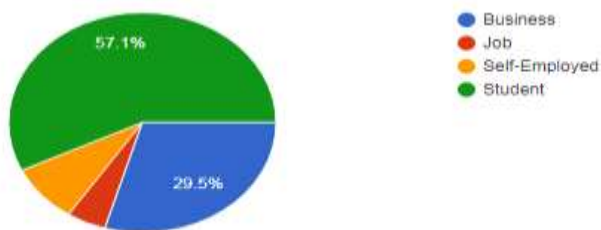
Findings



Highest no. of participants were of age 20 with 19 counts. And as lowest age was set mandatory to 18 counts was found to be of 7. Oldest of them aged 46 years.

Your current profession

105 responses

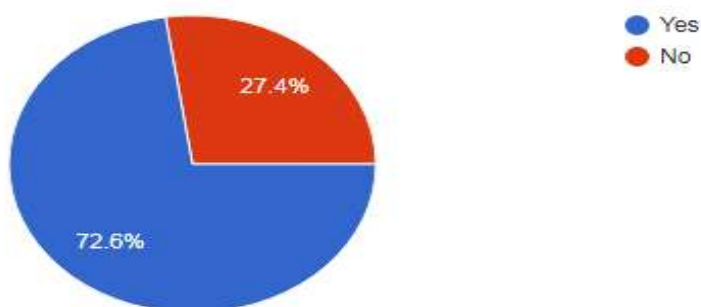


OCCUPATION	RESPONDENTS	PERCENTAGE
BUSINESS	31	29.5%
JOB	5	4.8%
SELF-EMPLOYED	9	8.6%
STUDENT	60	57.1%
TOTAL	106	100%

Amongst the sample most them were found to be students dominating with 57.1% with 60 counts; followed by businessman with 31 counts; later on, carried by Self-employed and Job persons.

Do you own a Bike

106 responses

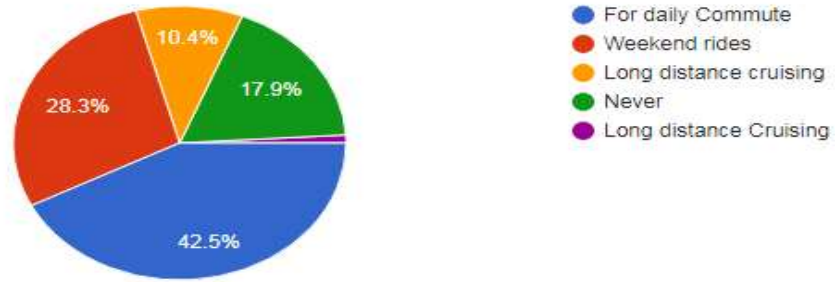


OWN A BIKE	RESPONDENTS	PERCENTAGE
YES	77	72.6%
NO	29	27.4%
TOTAL	106	100%

72.6% respondents counting to 77 people owned a bike and rest didn't own a bike.

How often do you ride a Bike

106 responses

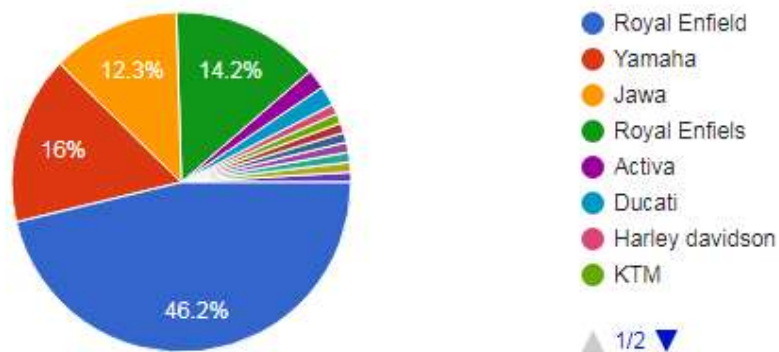


PURPOSE	RESPONDENTS	PERCENTAGE
FOR DAILY COMMUTE	45	42.5%
WEEKEND RIDES	30	28.3%
LONG DISTANCE CRUISING	12	11.3%
NEVER	19	17.9%
TOTAL	106	100%

From the questionnaire 42.5%/45 people were daily riders and only 12 people - 11.3% of sample goes for cruising. 17.9% never rode a bike.

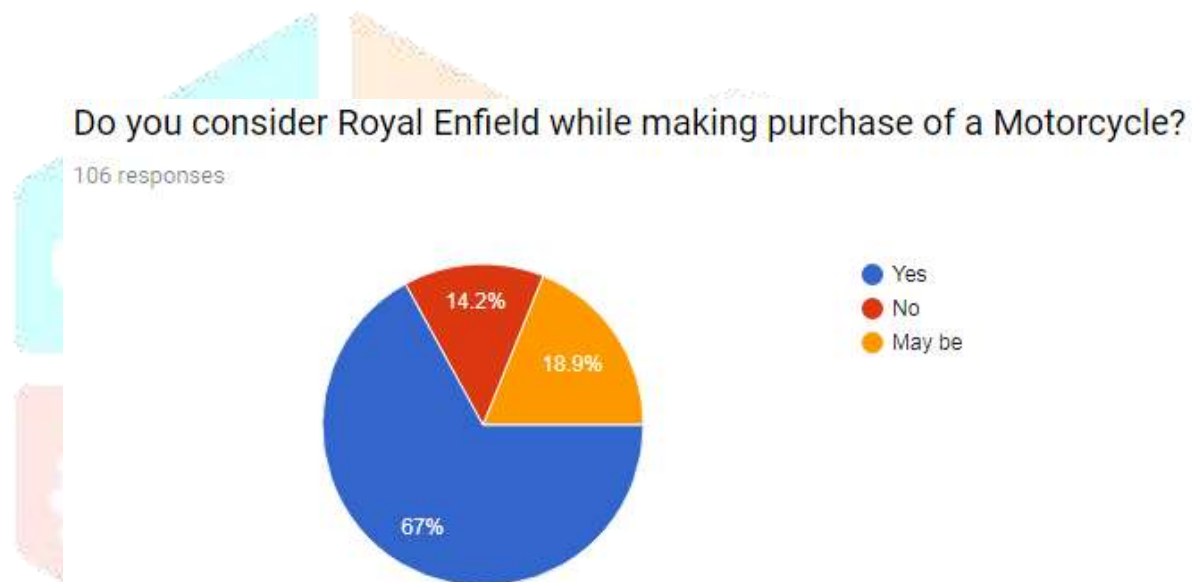
Motorcycles Brands you like

106 responses



BRANDS	RESPONDENTS	PERCENTAGE
ROYAL ENFIELD	64	60.4%
YAMAHA	17	16%
JAWA	13	12.3%
OTHERS	12	11.3%
TOTAL	106	100%

Most liked brand among today's youth is found to be Royal Enfield with a huge margin of 60.4% of total respondents and Yamaha is found to be next favourite brand with 16%.

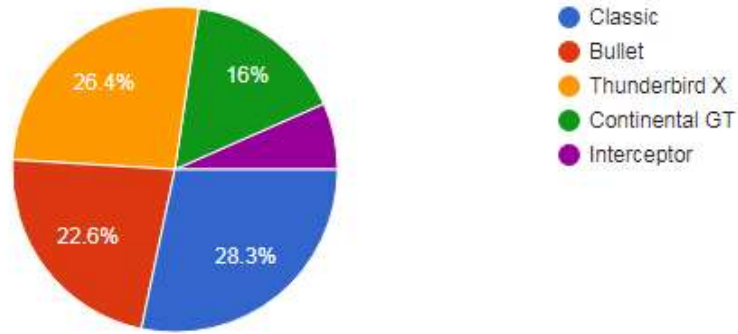


CONSIDERATION	RESPONDENTS	PERCENTAGE
YES	71	67%
NO	15	14.2%
MAYBE	20	18.9%
TOTAL	106	100%

Most of them perceive Royal Enfield bikes in Rajkot before purchasing a bike as it is confirmed through above chart that 67% consider Royal Enfield's offerings.

Which Royal Enfield Motorcycle's styling is more appealing to you?

106 responses

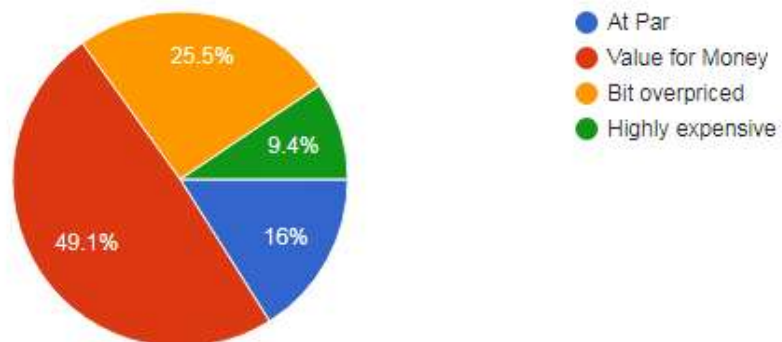


MODEL	RESPONDENTS	PERCENTAGE
CLASSIC	30	28.3%
BULLET	24	22.6%
THUNDERBIRD X	28	26.4%
CONTINENTAL GT	17	16%
INTERCEPTOR	7	6.7%
TOTAL	106	100%

As far as perception is concerned most of the Rajkot's people admire the brand and besides it Royal Enfield's Classic Model is found to be most favourite, further listing follows Thunderbird X, Old school Bullet and latest offerings Continental GT and Interceptor are least favoured.

How do you perceive pricing of Royal Enfield motorcycles to be?

106 responses

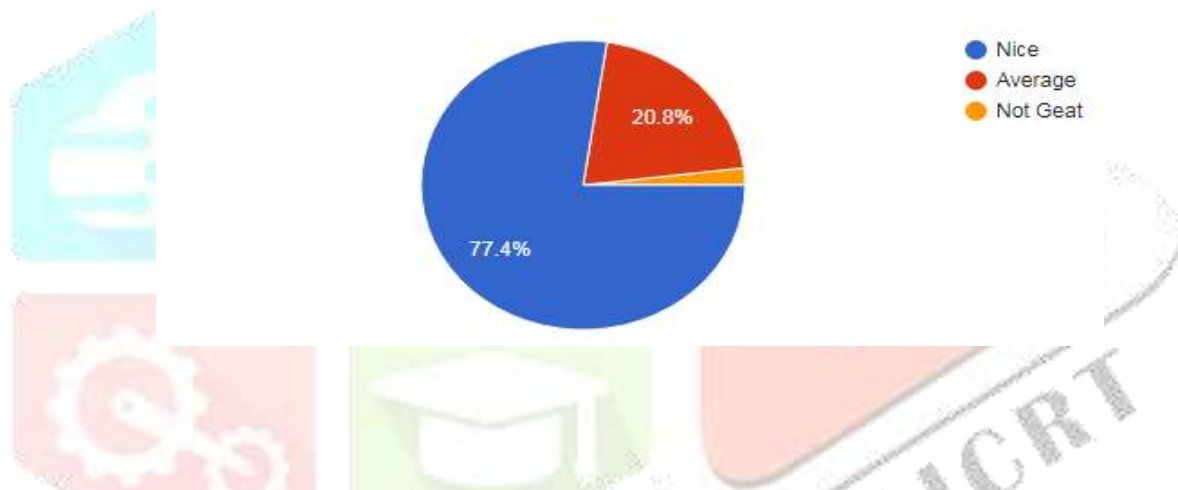


PERCIEVE PRICING	RESPONDENTS	PERCENTAGE
AT PAR	17	16%
VALUE FOR MONEY	52	49.1%
BIT OVERPRICED	27	25.5%
HIGHLY EXPENSIVE	10	9.4%
TOTAL	106	100%

Royal Enfield proves to be providing Value for money on this research ground, also many of them found it to be bit overpriced which we think can be a hindrance in future to Royal Enfield.

How well do you find Royal Enfield as a motorcycle Brand?

106 responses

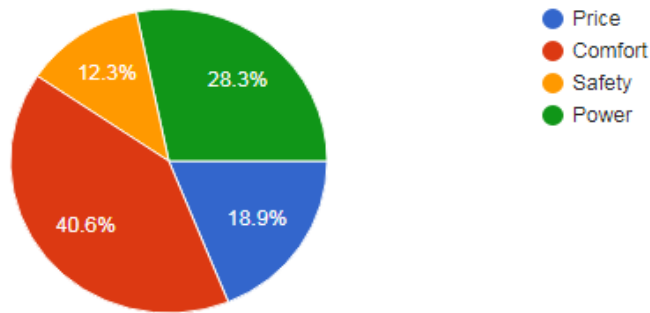


HOW IS RE.	RESPONDENTS	PERCENTAGE
NICE	82	77.4%
AVERAGE	22	20.8%
NOT GREAT	2	1.8%
TOTAL	106	100%

Not only people perceive Royal Enfield while purchasing but they also find it to have a nice brand image in people of Rajkot as most them responded as nice brand image.

If you are to buy a Royal Enfield motorcycles, what will be most important factor you consider while selecting one over others?

106 responses

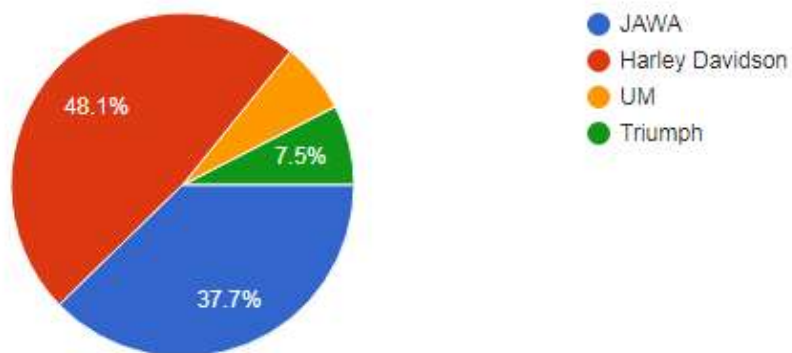


FACTOR	RESPONDENTS	PERCENTAGE
PRICE	20	18.9%
COMFORT	43	40.6%
SAFETY	13	12.3%
POWER	20	28.3%
TOTAL	106	100%

Royal Enfield is found to be mostly selected by people in Rajkot because of higher comfort level than others and speed enthusiasts also found to have likings to Royal Enfield bikes. As far as safety and pricing are concerned less no. of people look for these bikes.

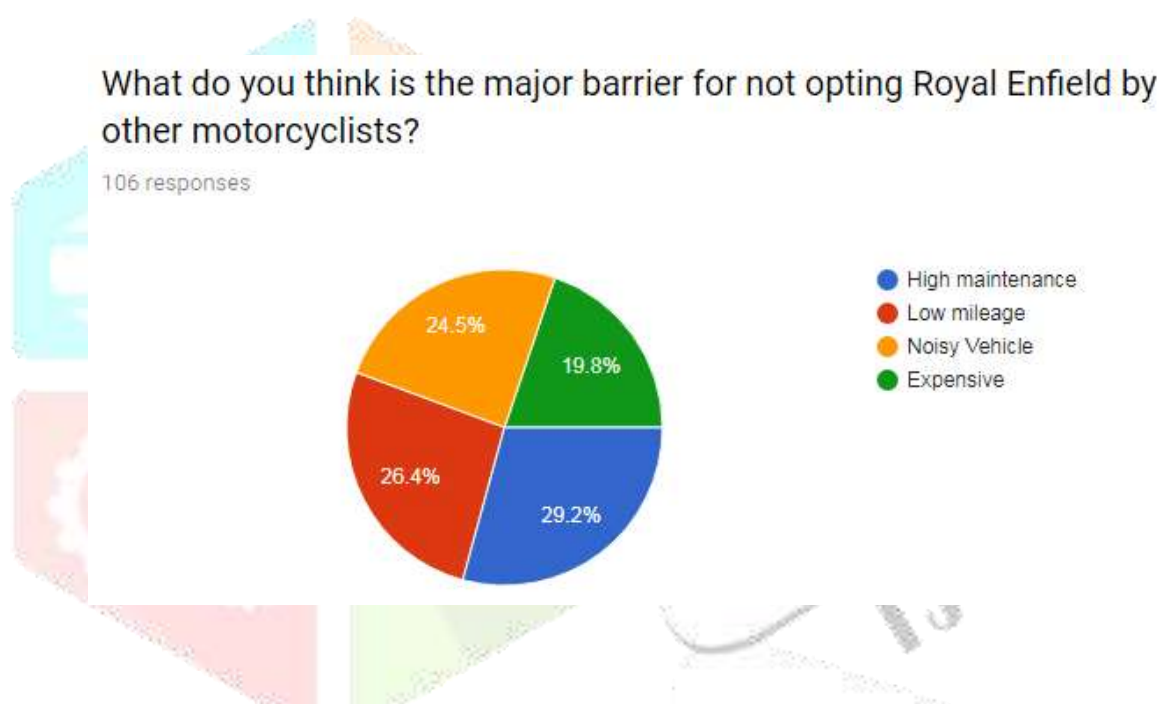
Who do you think rivals the best to lineup of Royal Enfield?

106 responses



RIVAL	RESPONDENTS	PERCENTAGE
JAWA	40	37.7%
HARLEY DAVIDSON	51	48.1%
UM	7	6.7%
TRIUMPH	8	7.5%
TOTAL	106	100%

Royal Enfield is best rivalled by an upper segment bike HD's as per findings and also JAWA is forthcoming brand to compete and give cut throat competition to Royal Enfield bikes.

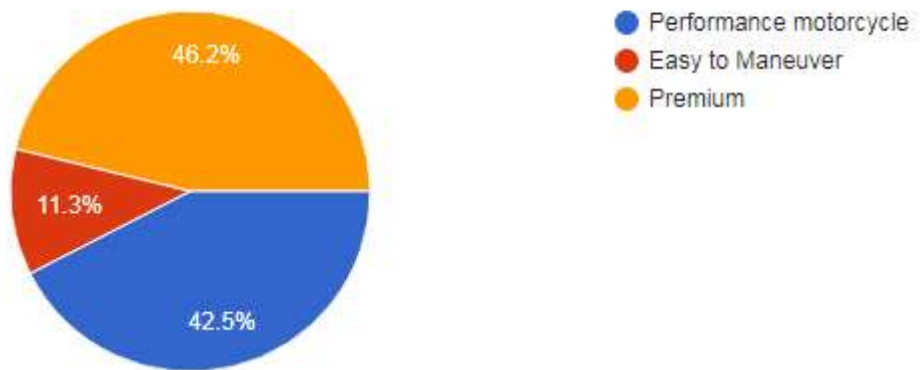


BARRIER	RESPONDENTS	PERCENTAGE
HIGH MAINTENANCE	31	29.2%
LOW MILEAGE	28	26.4%
NOISY VEHICLE	26	24.5%
EXPENSIVE	21	19.8%
TOTAL	106	100%

29.2% perceive RE bikes to be of high maintenance which is the factor to be considered for after sales improvement. Low mileage and vibration of vehicle is also one of the negative USP of RE bikes.

How do you perceive offerings of Royal Enfield to be that of?

106 responses



PERCEIVE	RESPONDENTS	PERCENTAGE
PERFORMANCE MOTORCYCLE	45	42.5%
EASY TO MANEUVER	12	11.3%
PREMIUM	49	46.2%
TOTAL	106	100%

Out of the total 106 respondents nearly half of them perceive offerings of Royal Enfield as premium bikes which up to some extent can be considered as favourable to a brand. Speedsters also like it for its performance so this caters a large market which is youth. Hence, achieving its target market.

Conclusion

By carefully studying the responses from the respondents, we arrived at a certain conclusion. People of the age between 18-24 were mostly aware of the bike brand Royal Enfield and at the same time also considered of purchasing the same. While, on the other hand, people of age above 50 years were a bit hesitant of buying Royal Enfield bikes because of the post retirement expenses and also the maintenance of the bike. Also, maximum of the respondents perceived Royal Enfield's bikes as the bikes of 'high power' and 'high comfort'.

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