



A STUDY ON CONSUMER PERCEPTION TOWARDS ROYAL ENFIELD MOTOR CYCLES WITH SPECIAL REFERENCE TO CHENGALPATTU DISTRICT

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ABSTRACT

This study focused on consumer perception of Royal Enfield motor cycles. The primary objective of the study is customer satisfaction of Royal Enfield users in Chengalpattu district. Royal Enfield is an Indian multinational motorcycle developed company headquartered in Chennai, Tamil Nadu, India. The business is the oldest global motorcycle brand in continuous production, and operates developed plants in Chennai in India. The first Royal Enfield motorcycle was build in 1901 by the Enfield Cycle Company of England, which was dependable for the design and original production of the Royal Enfield Bullet, the longest-lived motorcycle design traditionally. The study revealed that factors like gender, family income, age, education and occupational status of Royal Enfield users. Especially, psychological factors such as perception, attitude, belief and intention have shown positive results for the Royal Enfield bike users of Chengalpattu district.

Keywords: Consumer perception, Royal Enfield, Customer Satisfaction.

INTRODUCTION

The Enfield Cycle Company made motorcycles, bicycles, lawnmowers and desk bound engines beneathneath the call Royal Enfield out of its works primarily based totally at Red ditch, Worcestershire. The legacy of guns manufacture is contemplated with inside the emblem comprising the cannon, and the motto "Made like a gun". Use of the emblem call Royal Enfield became certified via way of means of the Crown in 1890. Royal Enfield is an Indian multinational motorbike production organization situated in Chennai, Tamil Nadu, India. The organization is the oldest worldwide motorbike logo in non-stop manufacturing, and operates production plant life in Chennai in India. The first Royal Enfield motorbike changed into constructed in 1901 via way of means of the Enfield Cycle Company of England, which changed into answerable for the layout and authentic manufacturing of the Royal Enfield Bullet, the longest-lived motorbike layout in history. Licensed from Royal Enfield via way of means of the indigenous Indian Madras Motors, the organization is now a subsidiary of Eicher Motors Limited, an Indian automaker. The organization makes classic-searching bikes such as the Royal Enfield Bullet, Classic 350, Meteor 350, Classic 500, Interceptor 650, Continental and lots of more. Royal Enfield additionally make adventurous and off roading bikes like Royal Enfield Himalayan. Their bikes are ready with single-cylinder and twin-cylinder engines. After the Indian Independence Act 1947 the brand new authorities searched for an appropriate motorbike for its military to patrol the country's border.

In 1952 the Royal Enfield Bullet changed into selected because the maximum appropriate motorcycle for the job. In 1954, the authorities ordered 800 in gadgets of the 350 cc model. In 1955, the Red ditch organization partnered with Madras Motors in India to form 'Enfield India' to assemble, beneathneath license, the 350 cc Royal Enfield Bullet motorbike in Madras (now known as Chennai). The tooling changed into offered to Enfield India in order that they might manufacture additives. By 1962, all additives have been made in India. The Indian Enfield makes use of the 1960 engine (with metric bearing sizes), Royal Enfield nonetheless makes an basically comparable motorcycle within side the 350 cc and 500 cc fashions, together with numerous one-of-a-kind fashions for one-of-a-kind marketplace segments.

REVIEWS OF LITERATURE

Dr. Duggani Yuvaraju (2014) within this article 100 Honda bikes buyer samples through convenient sampling at Tirupati. Examine the data using chi-square, percentages and found significance difference connecting the preferable factors like mileage, pickup, price and plan. Suggested additional expenses of TV advts, reduce bike cost, incentive dealers, set up merchant level service center, home service and accurate service etc.

Yingai xu, Robert goedegebuure, Beatrice van der Heijden, (25 February 2015), This study propose a interference model that links customer perceived service value to customer loyalty via customer satisfaction results show that customer satisfaction do play a arbitrate role upon the association between customer perceived service value and customer loyalty. This study propose the customer perceived service quality has a significant effect leading customer satisfaction customer perception of relational benefits has a positive impact upon customer satisfaction, with faith being the most important indicator customer satisfaction is completely related with loyalty in terms of optimistic word of mouth, willingness to pay more and to stay with the business

H. Huggie Basavaraj (2016) investigates the variables that persuade consumers' decision to buy TVS two-wheelers. The studies scrutinize just TVS two-wheelers. It did not include other two-wheeler manufacturers in the study; nevertheless, the data indicates that 21% of public are aware of TVS Two due to television advertising.

Parinda V. Doshi (2016) chosen 100 Bajaj customers in Vadodara, through convenient sampling, to analyze the relationship of customer satisfaction with product and services, it also examine the significance of product and services on satisfaction of the customer and thus observes overall satisfaction of the customer of Bajaj two wheelers. Relationship of product covered features, durability and variety; the relationship of services covered company services, and its dealers. Results had shown the positive relationship and effect on the product and services with satisfaction of the customers.

Fredrick Ahenkora Boamah, (2020), the study major factor for customer satisfaction is quality of service. Internet services contain become more composite and exciting in the context of the global economy than ever. The study aimed at significant the quality of customer service and its effect on customers. The methods of the study made use of the survey method. Thus, the use of quantitative primary data composed from the field. The method of non - probability sampling was also used. 150 respondents in total was used and all 150 being customers. The 150 respondents were chosen by the use of accidental non probability sampling. The study showed that the relation between consumer and tangibility satisfaction was statistically significant.

OBJECTIVES OF THE STUDY

- 1) To study the customer satisfaction of Royal Enfield customers in Chengalpattu District.
- 2) To analyze the demographic profiling of customers.

HYPOTHESIS OF THE STUDY

H₀: There is no relationship between age and customer satisfaction

H₀: There is no significant relationship between monthly income and customer satisfaction.

SCOPE OF THE STUDY

The study on customer perception towards Royal Enfield two wheelers was carried out Shiv Sholai motors, Chengalpattu. This paper covers various factors influencing the customer's preference of Royal Enfield bike in terms of quality, look, speed, service, design, engine capacity, fuel consumption and reliability.

RESEARCH METHODOLOGY

Data collection

Primary and Secondary data used for this study.

Sampling Design

For the purpose of this study the data were collected from 232 respondents using convenient sampling methods.

Sample size

Data collection for the study is 232 respondents of Royal Enfield customers.

Tools used for the study

Percentage analysis and SPSS software used for this study.

LIMITATIONS OF THE STUDY

- 1) The study area is chengalpattu district.
- 2) The sample size is limited to 232 respondents only.

DATA ANALYSIS

**TABLE NO.1
GENDER OF THE RESPONDENTS**

Gender	Number of respondents	Percentage
Male	222	96
Female	10	4
Total	232	100

Above table shows that 96% of the respondents are male and 4% are female. Therefore it shows that males are much more used in Royal Enfield motor cycles.

**TABLE NO.2
AGE OF THE RESPONDENTS**

Age	Number of respondents	Percentage
20-30	50	22
31-40	112	48
Above 40	70	30
Total	232	100

From the above table 48% of the respondents are 31 to 40 years. 30% are above 40 years and 22% are 20 to 30 age group. Therefore 31 to 40 year's ages of respondents are much more used in Royal Enfield motor cycles.

**TABLE NO.3
EDUCATIONAL QUALIFICATION OF THE RESPONDENTS**

Education	Number of respondents	Percentage
SSLC	23	10
HSC	42	18
UG	130	56
PG	10	4
Others	27	12
Total	232	100

From the above table shows that 56% of the respondents are UG qualification.

**TABLE NO.4
INCOME OF THE RESPONDENTS**

Income	Number of respondents	Percentage
Below 20000	10	4
20000 - 30000	25	11
30000 - 40000	48	21
Above 40000	149	64
Total	232	100

The above table shows that 64% of the respondents are above 40000 income group. It shows that Royal Enfield bikes are much more cost.

HYPOTHESIS TEST**H₀: There is no relationship between age and customer satisfaction**

Table shows that the result of the Chi-square tests and the Asymp.Sig. (2 sided) P- Value is .623 which is greater than .05. The hypothesis is rejected which shows that there is an association between age and customer satisfaction

H₀: There is no significant relationship between monthly income and customer satisfaction

Table shows that the result of the Chi- square tests and the Asymp.Sig. (2 sided) P -value is .456 which is greater than .05. The hypothesis is rejected which shows with the aim of there is a relationship between income and customer satisfaction.

CONCLUSION

The main purpose of this research was to customer satisfaction of Royal Enfield bike users. The Royal Enfield motor cycles user are more income people, well educated and youngsters. The quality, service, fuel consumption, look, engine capacity are more attract to the customers. However, the products strength is the majority of consumers are intimidated by Royal Enfield bikes. It if kept in the motorcycles, thus increasing customer satisfaction. Resale value is high in Royal Enfield motorcycles.

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