

# A Study on Buyer Behaviour of Royal Enfield Bike with Special Reference to Virudhunagar

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## Abstract

*Customer satisfaction plays a pivotal role in the success of any organization, particularly in highly competitive industries like the two-wheeler automobile sector. Royal Enfield is the makers of the famous bullet brand in India established in 1955, Royal Enfield (India) is among the oldest bike companies it seems from the British manufacture. Bullet bikes are famous for their power, stability and rugged looks. Bullets become known for sheep power match less stability and rugged looks. Royal Enfield made continuously incorporating new technology and systems in its bikes. This study focuses on analyzing customer satisfaction with Royal Enfield motorcycles, a brand known for its legacy, design, and rugged performance. The research examines various factors such as product quality, performance, affordability, mileage expectations, and customer perceptions in Virudhunagar, India. A sample of 80 respondents, selected through convenience sampling, provided insights through structured questionnaires. Data was analyzed using percentage analysis and weighted average ranking techniques. The findings indicate that brand image and engine sound are the most influential factors for customers purchasing Royal Enfield motorcycles. However, concerns about spare part availability and after-sales service were noted. The study concludes that while overall customer satisfaction is high, improvements in spare parts distribution and inclusivity across age demographics can enhance brand loyalty further.*

**Keywords:** Customer Satisfaction, Royal Enfield, Two-Wheeler Industry and OBrand.

## Introduction

Customer satisfaction has received considerable attention in the marketing literature and practice in recent years. It defined as a capacity to determine how happy customers are with a company's products, services, and capabilities. Customer satisfaction information, including surveys and ratings, can help a company find out how to best develop or change its products and services. An organizations main focus must be to satisfy its customers. This applies to industrial firms, retail and wholesale businesses, government bodies, service companies, nonprofit organizations, and every subgroup within an organization. Customer satisfaction is a pillar to the success of an organization.

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match less stability and rugged looks. It looked tailor made for Indian roads. Royal Enfield made continuously incorporating new technology and systems in its bikes. Today Royal Enfield is considered the oldest motor cycle model in the world still in production and bullet is the largest production run model.

By way of analyzing customer satisfaction we can clearly understood how much a firm treats its consumers, what is the quality of their products, is it capable to serve the dynamic needs of customers what will be their future in what way they need to making changes etc. The study deals with analysis of customer satisfaction of different brands of Royal Enfield.

The Enfield Cycle Company Limited of Redditch, Worcestershire, offered motorcycles, bicycles, lawnmowers, and stationary engines they had produced under the Royal Enfield brand. The brand name "Enfield" was also used by Enfield Cycle Company without the "Royal" prefix.

In 1901, the first Royal Enfield motorcycle was produced. The Royal Enfield Bullet, the longest-running motorcycle design in history, was designed and initially produced by the Enfield Cycle Company

Royal Enfield's spare parts company was sold to Velocette in 1967, which benefitted from the arrangement for three years until their closure in early 1971. Its remaining motorcycle business became part of Norton Villiers in 1967 with the business finally closing in 1978.

Royal Enfield is an Indian multinational motorcycle built-up company headquartered in Chennai, Tamil Nadu, India. The Royal Enfield brand, including its original English heritage, is the oldest worldwide motorcycle brand in continuous production. The company function manufacturing plants in Chennai in India.

Licensed from the original English Royal Enfield by the indigenous Indian Madras Motors, the company is now a secondary of Eicher Motors, an Indian automaker. The company makes classic-looking motorcycles with the Royal Enfield Bullet, Classic 350, Royal Enfield Thunderbird, Meteor 350, Classic 500, Interceptor 650, Continental and a lot of more. Royal Enfield also make brave and off roading motorcycles like Royal Enfield Himalayan. Their motorcycles are outfitted with single-cylinder and twin-cylinder engines.

## **Review of Literature**

Sr. Sony Mariya (2018), “Customer satisfaction level towards royal Enfield bikes” this study has shown about the preference of Royal Enfield bikes. It was originate that the ultimate users of these bikes are students who want to continue image and also to be comfortable. It is found that sound (important for bullets) is lower than old models so they have to maintain quality models. It is the most favorite bike in India and also it has many loyal customers especially young generations. So the opinion of customer on purchase of Royal Enfield bikes is good or we can say excellent.

Mr. Faisal.T (2014), “A Study on Customer Perception towards Royal Enfield with Special Reference to Malappuram District” It create out that it was undertaken with the objective of finding out customer’s perception level on Royal Enfield bikes. It is felicitously pragmatic from the study that the most customers of Royal Enfield are extremely satisfied in almost all areas offered by Royal Enfield. These studies prove that by improving fuel efficiency, service and advertisement and by introducing new models capable to compete with the fresher in the market.

## **Statement of the Problem**

In this present scenario automobile industry has heavy competition in two-wheeler industry. As the two-wheeler market in India is constantly increasing and changing day by day, it poses new challenges to Royal Enfield to keep up with the market trends. Royal Enfield is a company that started its business in 1948 with its product such 10 as the bullet which has kept a high-status position in the market till date. In order to do so they have to guarantee their products provides to their customers plenty satisfaction and if not bring about changes in order to achieve it. Hence this study is mainly focused on Royal Enfield customers in Virudhunagar.

## **Scope of the Study**

The scope of the study is to understand the buyer behaviour towards the product, services, satisfaction obtained from the product and the difference between the actual product and their expectations of Royal Enfield customers in Virudhunagar only.

## **Objectives of the Study**

The following are the objectives of the study:

- To study the profile of the Royal Enfield customers.

- To know the performance, quality, affordability and purchase behavior of Royal Enfield with special reference to Virudhunagar.
- To offer suggestions based on the findings of the study.

## Research Methodology

### Data Collection

Both Primary and Secondary data has been used.

**Primary Data:** Data was collected from 80 Royal Enfield customers in Virudhunagar by the use of questionnaire.

**Secondary Data:** Data was collected by browsing magazines, newspapers, article and papers related to Royal Enfield brand in India.

### Sampling Method

Convenience sampling method has been used.

### Sample Size

Information has been collected from 80 respondents of Virudhunagar comprising both male and female.

### Analytical Framework

Percentage analysis and weighed average ranking technique has been used.

**Table-1**

**Demographic Profile**

Variable	Categories	No. of Respondents	Percentage
Age (In years)	20-30	40	50
	31-40	28	35
	Above 40	12	15
Total		<b>80</b>	<b>100</b>
Gender	Male	68	85
	Female	12	15
Total		<b>80</b>	<b>100</b>

Occupation	Student	28	35
	Private Employee	16	20
	Government Employee	24	30
	Self Employed	12	15
Total		<b>80</b>	<b>100</b>
Income	15,001-20,000	8	10
	20,001-25,000	16	20
	Above 25,000	28	35
Total		<b>80</b>	<b>100</b>

Source: Primary Data

**Table 2**  
**Source of Information**

Information	Number of Respondents	% of the Respondents
Magazines	8	10
Friends	28	35
Showroom	20	25
Social media	24	30
<b>Total</b>	<b>80</b>	<b>100</b>

Source: Primary Data

From the above table 5 it was inferred that source of information gathered, 28(35%) of respondents know about the Royal Enfield bike by Friends; 24(30%) by Social Media; 20(25%) by showroom and 8(10%) by Magazines.

**Table 3**  
**Expected Mileage of by Customers**

Mileage	Number of Respondents	% of the respondents
20-25	24	30
26-30	20	25
31-35	8	10
36-40	12	15
Above 40	16	20
<b>Total</b>	<b>80</b>	<b>100</b>

Source: Primary Data

Table 3 show that, the customer expectation from the mileage, 24(30%) respondents 20- 25; 20(25%) respondents 26-30; 16(20%) respondents Above 40 mileages; 12(15%) respondents 36- 40 and 8(10%) respondents are 31-35.

**Table 4**  
**Purposes of Usage Bike**

<b>Purposes</b>	<b>Number of Respondents</b>	<b>% of the respondents</b>
Daily work	28	35
City Touring	16	20
Tough rides	12	15
Style	24	30
<b>Total</b>	<b>80</b>	<b>100</b>

Source: Primary Data

Table 4 depicts purpose of usage bike, 28(35%) respondents are used for Daily work; 24(30%) respondents are using Style; 16(20%) of respondents used City Touring and 12(15%) of respondents are used for Tough rides.

**Table 5**  
**Suitability for Long rides**

<b>Long Ride</b>	<b>Number of Respondents</b>	<b>% of the respondents</b>
Yes	48	60
No	32	40
<b>Total</b>	<b>80</b>	<b>100</b>

Source: Primary data

Table 5 show that, out of 80 respondents 48(60%) of the respondents agreed with the point that Royal Enfield is suitable for long ride. 32(40%) of the respondents said that Royal Enfield is not suitable for long ride.

**Table 6**  
**Reasons for purchasing the Royal Enfield Bike**

Statement	7	6	5	4	3	2	1	Mean Score	Rank
<b>Performance of bike</b>	28 (196)	16 (96)	8 (40)	4 (16)	8 (24)	12 (24)	4 (4)	5	<b>III</b>
<b>Sound</b>	32 (224)	12 (72)	8 (40)	4 (16)	12 (36)	8 (16)	4 (4)	5.1	<b>II</b>
<b>Mileage</b>	20 (140)	8 (48)	12 (60)	16 (64)	8 (24)	4 (8)	12 (12)	4.45	<b>VI</b>
<b>Good design</b>	20 (140)	12 (72)	12 (60)	16 (64)	8 (24)	8 (16)	4 (4)	4.75	<b>IV</b>
<b>Availability of Spare parts</b>	16 (112)	12 (72)	8 (40)	12 (48)	4 (12)	20 (40)	8 (8)	4.15	<b>VII</b>
<b>Brand image</b>	36 (252)	8 (48)	12 (60)	4 (16)	8 (24)	4 (8)	8 (8)	5.2	<b>I</b>
<b>Simple purchase process</b>	20 (140)	8 (48)	16 (80)	12 (48)	8 (24)	4 (8)	12 (12)	4.5	<b>V</b>

**Source: Primary data**

From the above table 6 found that, reason for purchasing of Royal Enfield bike, Brand image gave the first rank with the mean score of 5.2; the second rank goes to Sound with the mean score of 5.1 and Availability of spare parts is a least rank with the mean score of 4.15.

### Findings of the Study

Most of the respondents prefer their bikes to be serviced from other dealers.

- ❖ 68(85%) of the respondents are Male.
- ❖ 40(50%) of the respondents belongs to the age Category of below 20-30 years.
- ❖ 28(35%) of the respondents belongs to Student category.
- ❖ 28(54%) of the respondents earned income Above Rs.25,000 p.m.
- ❖ 24(30%) of the respondents purchase Royal Enfield with the expectation of mileage form 20-25k.m.
- ❖ 28(35%) of the respondents Royal Enfield bike used for the regular purpose.
- ❖ 40(50%) of the respondents agreed that Royal Enfield bike are suitable for long rides.
- ❖ Brand image got the first rank with the mean score of 5.2.

### Suggestions of the Study

Most of the respondents felt that the availability of spare parts is very poor in the Royal Enfield bike model, so the company to provide the spare parts to the customers. Mostly the Royal Enfield bike manufacture considered the youth, So the study suggested they should also consider middle age group of people. An overview of the study generally the customer feels that they can improve the after sales of warranty of services for Royal Enfield bikes. So it will be helpful and easy for the customers.

### Conclusion

From the study concluded that the satisfaction level of customers in various categories like different age group, gender, income levels and factors influencing them to buy Royal Enfield and satisfaction level on various factors. Again, most of the customers are satisfied with the riding comfort and performance of Royal Enfield. Majority of the respondents are satisfied with the overall performance and the do recommend Royal Enfield Bikes to others. Finally conclude this project it is identified that, most of the customers are satisfied with the Royal Enfield bikes.

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