



A STUDY ON CONSUMER PREFERENCE AND ATTITUDE TOWARDS ROYAL ENFIELD IN COIMBATORE CITY

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Abstract:

The automobile industry plays a crucial role in economic development, with the two-wheeler segment witnessing significant growth in India. Among various brands, Royal Enfield stands out due to its legacy, rugged design, and strong consumer base. This study aims to analyze consumer preferences and attitudes towards Royal Enfield motorcycles in Coimbatore, focusing on factors such as brand perception, customer satisfaction, and purchase behavior. The study employs a descriptive research design, utilizing a structured questionnaire to collect primary data from 100 respondents. Statistical tools such as Chi-square tests, Likert scales, and Garrett ranking methods are used to interpret consumer preferences. The findings indicate strong brand loyalty driven by design and riding comfort, but concerns regarding fuel efficiency, spare part availability, and service costs persist. Addressing these issues can enhance overall customer satisfaction and brand positioning.

Key Words: Consumer Preference, Royal Enfield, Two-Wheeler Industry, Customer Satisfaction, Garrett Ranking, Chi-Square Analysis, Likert Scale.

Introduction:

The automotive sector is one of the prime drivers of economic development, with the two-wheeler market having an impressive role in India. Among all brands, Royal Enfield is a legendary motorcycle company with an age-old legacy. Renowned for its tough looks, vintage style, and use by the Indian Army and police, Royal Enfield has gained a strong customer base.

India is the world's second-largest two-wheeler market, and Royal Enfield motorcycles have become extremely popular, especially in the youth segment. With a combination of vintage looks and contemporary performance capabilities, these motorcycles appeal to riders who want a combination of power, style, and comfort in long-distance riding. This research intends to evaluate consumer attitude and preference for Royal Enfield in Coimbatore based on the perceptions of the brand, levels of satisfaction, and buying behaviour. Through the identification of these aspects, the research will shed light on the factors driving the brand's market share and where the brand may be improved upon.

Objective of the Study:

- To study customer attitudes and purchase behaviour towards Royal Enfield motorbikes.
- To determine the drivers of customer satisfaction.
- To determine consumer perception of Royal Enfield motorcycles.
- To measure the correlation between motorbike models and customer satisfaction levels.

Statement of the Problem:

Royal Enfield, although a well-known brand, also has issues when it comes to performance, mileage, and cost. The research seeks to establish why customers have a preference for Royal Enfield compared to other brands despite their issues. Moreover, it researches whether their expectations match with their experiences that lead to either loyalty or disappointment.

Limitations of the Study:

- The study is limited to Coimbatore city and may not reflect the preferences of consumers from other regions.
- The sample size is restricted to 100 respondents, which may not represent the entire Royal Enfield customer base.
- The research relies on self-reported data, which may include biases in responses.
- Time constraints limited the depth of data collection and analysis.
- External factors such as economic conditions and seasonal variations in sales were not considered in the study.

Review of Literature:

- Reenareicha (2019) also did a customer satisfaction study of Royal Enfield in Tirupur City and came to the conclusion that appearance, pickup, and engine performance are significant drivers of consumer preference.
- Saif Ullah Malik (2019) emphasized the service quality in customer satisfaction, and it was pointed out that perceived service value plays a significant role in customer loyalty towards Royal Enfield.
- S. Balachandran (2020) examined the way Royal Enfield's customizable features and quality of service enhance its robust market standing. He hypothesized that relentless improvement in after-sales service might boost brand loyalty.
- Christopher Lovelock & Jayanta Chatterjee (2018) analyzed the shift of manufacturing companies to service companies, and they observed that Royal Enfield's focus on customer experience enhances its competitive advantage.
- James A. Schauer (2018) explained how technological innovations in service delivery enhance customer loyalty and brand preference, supporting Royal Enfield's market leadership.

Research Methodology:

- This research uses a descriptive study design, with an emphasis on consumer attitudes and perceptions.
- Sample Size: 100 respondents owning Royal Enfield motorcycles in Coimbatore were surveyed.

- Sampling Method: Convenient sampling was utilized.

Data Sources:

- Primary Data: Gathered using a structured questionnaire.
- Secondary Data: Derived from journals, articles, and the internet.

Statistical Tools:

Percentage analysis, Chi-square tests, Likert scales, and Garrett ranking methods were utilized to analyze consumer preferences.

Analysis & Interpretation:

Chi-Square Analysis:

Chi-Square test is employed to test whether or not there exists a significant relationship between two categorical variables. Here, it is employed to investigate the relationship between customer satisfaction level and bike model

Formula for Chi-Square Test

Observed Frequency Table

Bike Model	Highly Satisfied	Satisfied	Neutral	Dissatisfied	Highly Dissatisfied	Total
Classic	19	8	7	2	1	37
Thunderbird	14	7	3	1	0	25
Himalayan	12	1	2	1	0	16
Continental GT	7	2	1	1	1	12
Meteor	2	1	3	2	2	10
Total	54	19	16	7	4	100

Expected Frequency Table

The expected frequencies are calculated using the formula:

$$E_i = \frac{(Row\ Total) \times (Column\ Total)}{Grand\ Total}$$

Write something...

Bike Model	Highly Satisfied	Satisfied	Neutral	Dissatisfied	Highly Dissatisfied
Classic	19.98	7.03	5.92	2.59	1.48
Thunderbird	13.5	4.75	4.00	1.75	1.00
Himalayan	8.64	3.04	2.56	1.12	0.64
Continental GT	6.48	2.28	1.92	0.84	0.48
Meteor	5.4	1.9	1.6	0.7	0.4

Chi-Square Calculated Value = 20.49

Degrees of Freedom (df) = (Rows - 1) × (Columns - 1) = (5-1) × (5-1) = 16

Chi-Square Tabular Value (at 5% significance) = 26.296

Interpretation:

Because the Chi-Square value computed (20.49) is smaller than the tabulated value (26.296), we reject the null hypothesis (H₀). This indicates that there is no significant association between the model of the bike and the level of customer satisfaction. Levels of satisfaction are probably brought about by other variables such as price, design, performance, and the availability of spares instead of the model of the bike

Likert Scale Analysis:

The Likert scale is utilized to quantify the attitudes and the level of satisfaction of respondents regarding Royal Enfield motorcycles. The respondents answered in terms of five points on satisfaction:

- Highly Satisfied
- Satisfied
- Neutral
- Dissatisfied
- Highly Dissatisfied

Satisfaction Level	Number of Respondents	Total Score	Mean Score	Rank
Highly Satisfied	51	255	2.55	I
Satisfied	33	132	1.32	II
Neutral	8	24	0.24	III
Dissatisfied	6	12	0.12	IV
Highly Dissatisfied	2	2	0.02	V

• **Likert Scale Mean Score Calculation:**

$$\text{Mean Score} = \frac{\sum(f \times x)}{\text{Total Respondents}} = \frac{425}{100} = 4.25$$

- **Interpretation:** The majority of respondents are **highly satisfied** with Royal Enfield motorcycles, particularly in terms of performance and design.

Garrett Ranking Analysis:

Garrett Ranking technique is applied to rank the most significant determinants of consumers' preference towards Royal Enfield motorcycles. Different factors were ranked by the respondents, and Garrett scores were calculated to ascertain the final ranking.

Garrett Score Calculation Formula:

Garrett Score Calculation Formula

$$\text{Percent Position} = \frac{100(R_{ij}-0.5)}{N_j} \text{ Where:}$$

- R_{ij} = Rank given by the j th respondent for the i th factor
- N_j = Number of items ranked by the j th respondent

Garrett Ranking Table

Factor	Rank 1	Rank 2	Rank 3	Rank 4	Rank 5	Total Score	Final Rank
Design & Style	28	34	19	12	7	5807	I
Riding Comfort	30	15	25	20	10	5495	II
Performance	22	27	9	18	24	5089	III
Availability of Spare Parts	10	17	29	35	9	4872	IV
Mileage	8	12	30	25	25	4465	V

Interpretation:

Design & Style is ranked top, meaning that looks are very important when it comes to buying decision. Riding Comfort comes in next, meaning the desire for a comfortable ride is significant. Performance ranks third, indicating that power and dependability are also high on the list Availability of Spare Parts and Mileage are lower-priority issues.

Findings:

- **Likert Scale Findings:**
 - The average score of 4.25 shows that the majority of respondents are very satisfied with Royal Enfield motorcycles.
 - 51% of respondents are very satisfied with the performance of their bike, and 33% are satisfied.
 - The principal reasons for satisfaction are riding comfort, brand value, and customization.
 - Dissatisfaction factors are fuel efficiency and service charges, as 27% of users were dissatisfied with fuel economy
- **Chi-Square Findings:**
 - A Chi-Square test was carried out to verify the correlation between bike models and satisfaction.
 - The calculated value of Chi-Square (20.49) was less than the tabular value (26.296) at a level of significance of 5%. There is no significant association between the model of the bike and customer satisfaction. That is, satisfaction is based on aspects other than the bike model alone, like service quality and fuel efficiency
- **Garrett Ranking Findings:**
 - Most important factor in purchase decision: Design & Style (Rank 1, total score of 5807).
 - Second: Riding Comfort (Rank 2, score of 5495).

- Third: Performance (Rank 3, score of 5089).
- Less important factors: Availability of Spare Parts (Rank 4, score of 4872) and Mileage (Rank 5, score of 4465). Purchasers think more about looks and comfort than about fuel efficiency and spare part availability.

Suggestion:

Royal Enfield should focus on improving fuel efficiency to address customer concerns and enhance overall satisfaction. Offering cost-effective after-sales service solutions can help retain customers, as many respondents found service charges expensive. Expanding spare parts distribution can improve availability, as 71% of users reported difficulty finding spare parts. Maintaining innovation in design and comfort will help sustain brand dominance, as these factors remain top priorities for buyers. Strengthening customer engagement through community-driven events and promotions can further enhance brand loyalty, as 62% of respondents recommend Royal Enfield to others.

Conclusion:

Royal Enfield has emerged as a top brand in the premium motorcycle market, renowned for its heritage, design, and comfort while riding. The research shows high consumer loyalty, with riders enjoying the style, power, and long-distance readiness of the motorcycles. There are, however, some critical areas of concern that need to be addressed: fuel efficiency, availability of spare parts, and high service charges.

The Chi-Square test validated that satisfaction does not depend on bike models, i.e., aspects such as service quality and performance have a bigger impact on customer experience. The Garrett Ranking method identified comfort and design as major concerns for customers, with fuel efficiency as a smaller concern. The Likert Scale analysis also showed high overall satisfaction, though with some issues

In order to maintain its market leadership, Royal Enfield needs to concentrate on increasing fuel efficiency, lowering service charges, and increasing spare parts availability. By tackling these issues while still innovating in terms of style and comfort, the company can further enhance its position and maintain long-term customer loyalty.

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