# A STUDY ON PROCLIVITY OF ROYAL ENFIELD STRAPHANGERS

**Dr. N. Sumathy*      Hemalatha. M****

*Head of the Department in Commerce, Sri Krishna Arts & Science College. Coimbatore.*
**Student, pursuing B.Com (CA) Final Year, Sri Krishna Arts & Science College, Coimbatore.*

**Abstract**
Bikes are one of the most ubiquitous forms of transportation in the world. The craze of bike amongst the younger generation has been growing day by day. The young generation of today has turned smarter, conscious and more demanding. So the challenge in the current prevailing market is not to produce for customers but to produce for delighted customers and more importantly for loyal customers. The Royal Enfield Customers are more loyal towards it. This study aims to evaluate the attitude of young generation towards Royal Enfield.This study will helps to evaluate the present position of Royal Enfield among the existing customers and also helps to identify the important reason why youngsters do likes Royal Enfield, which is the most important feature of Royal Enfield, in which way customers need modification on existing models, how is the level of customer acceptance in the areas of product and services. And also is there any kind of dissatisfaction in mind of existing customers and the reason for their dissatisfaction. From the analysis it is found that Royal Enfield has been esteemed as a symbol of love/passion which is proves that the riders are solely connected to it.

## 1. Introduction
The Study deals with the analysis on attitude of Royal Enfield Riders who purchased different brands of Royal Enfield. In this project report, we will find out the attitude of the Royal Enfield Riders in Coimbatore city. This paper evaluates the various factors that keep the riders satisfied. It also evaluates the various factors that influence a customer to buy the Enfield. While selecting the Enfield various aspects that have to be given a thought with respect to Brand image, Colour, Fuel-efficiency, Technology used, etc.

## 2. Statement of the Problem
Royal Enfield a company which came into the country some time back in past, and now which holds a very important position. The common problem faced by it is lower mileage issues. It a known fact that the various models which are there in the market like Royal Enfield Classic Chrome or Royal Enfield Classic 500 provides a much lower average. The other major issue is the engine oil / gear box oil leaks in old models CI engines and vibrations. If rider tries accelerating too quickly the vibrations get terrible and the bike hits to false neutral.

## 3. Objectives of the Study
- To identify the factors influencing in selection of Royal Enfield.
- To study the significant relationship between monthly income and maintenance cost of Royal Enfield
- To examine satisfaction level of respondents on various features of Royal Enfield.
- To identify the most preferred model of Royal Enfield.

## 4. Research Methodology
The present study is descriptive in nature which is based on empirical evidences based on primary data. A survey method has been used to collect the primary data with a structured questionnaire. The questionnaires were filled up by respondents which were selected on the basis of random sampling.The population for the study consists of the population in certain regions of Coimbatore city.It comprises of 100 respondents from Coimbatore city spread across various socio- demographic profiles.Sampling techniques adopted for the study is simple random sampling for the collection of primary data through questionnaire.

## 5. Tools Used in Analysis
- Percentage Analysis
- Weighted Average Score Method
- Rank Analysis
- Chi-Square Analysis

## 6. Limitations of the Study
- This research is geographically restricted to Coimbatore city only. Hence the result cannot be extrapolated to other places.
- Sample size was confined to 100 respondents keeping in vies of time and cost constraints.
- This paper has been taken up at the undergraduate level and the knowledge and experience of the student is limited and hence may not be professional enough.

## 7. Reviews

**B. A. AbdulKarim(2012)[1,]** conducted the research on consumer buying behaviour of Two Wheelers in Tirunelveli City (Tamilnadu). The objective was to study the brand preferences, brand loyalty and also to analyze the factors that motivate the two-wheeler consumer's buying behaviour. The study reveals that the time gap between intuition and actual purchase for the majority of sample consumer is less than one month and Comfort & Convenience is the driving force for the purchase of two-wheeler.

**Dr. K. Mallikarjuna Reddy (2011)**[2] had conducted a study on "Consumer Behaviour towards Two-Wheeler Motor Bikes" in the twin cities i.e. Hyderabad and Secunderabad by selecting Hero Honda, Yamaha, and TVS bike users. The study concluded that there is a heavy demand for Hero Honda motorcycles in the market, so their supply has to be drastically improved so as to meet the demand of the customer. Some of the respondents suggested for improving the mileage and technology of Yamaha and TVS Bikes[1]

## 8. Profile of Royal Enfield Eicher
Royal Enfield was the brand name under which the Enfield Cycle Company founded in 1893 manufactured motorcycles, bicycles, lawnmowers and stationary engines. The first Royal Enfield motorcycle was built in 1901; the original British concern was defunct by 1970. The Enfield Cycle Company is responsible for the design and original production of the Royal Enfield Bullet, the longest-lived motorcycle design in history. The Enfield Cycle Company began business making parts for the Enfield rifle. This legacy is reflected in the company logo, a cannon, and their motto, "**Made Like a Gun and Goes Like a Bullet**".

In 1955, Enfield Cycle Company partnered with Madras Motors in India in forming Enfield of India, based in Chennai, and started assembling the 350cc Royal Enfield Bullet motorcycle in Madras. The first machines were assembled from components imported from England. Starting in 1957, Enfield of India acquired the machines necessary to build components in India, and by 1962 all components were made in India.

## 9. Analysis & Interpretation of Data
### 9.1. Percentage Analysis
Percentage analysis is the method to represent raw streams of data as a percentage (a part in 100 - percent) for better understanding of collected data.

### 9.1.1. Exhibit showing the model of Royal Enfield owned by the respondents

| Models | Frequency | Percentage | |
|---|---|---|---|
| Classic | 45 | 45 |  |
| Thunderbird | 27 | 27 | |
| Desert storm | 23 | 23 | |
| Other Models | 5 | 5 | |
| **Total** | 100 | 100 | |
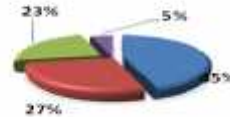
**Interpretation**
From the above exhibit it depicts that 45% of the respondents possess Classic, 27% of the respondents possess Thunderbird, 23% of the respondents possess Desert storm and 5% of the respondents possess other models.

### 9.1.2. Exhibit showing the most preferred feature of Royal Enfield

| Features | Frequency | Percentage | |
|---|---|---|---|
| Style | 38 | 38 |  |
| Passion | 32 | 32 | |
| Brand Name | 19 | 19 | |
| Appearance | 9 | 9 | |
| Other Features | 2 | 2 | |
| Total | 100 | 100 | |

**B. A. Abdul Karim, (2012)[1]**, *consumer buying behavior of Two Wheelers in Tirunelveli City (Tamilnadu), Vol. no.17, issue 8. Ver. II, pp:8-19- www.iosrjournals.org*
**Dr. K. Mallikarjuna Reddy (2011)[2]** *"Consumer Behavior towards Two-Wheeler Motor Bikes" in the twin cities i.e. Hyderabad and Secunderabad – Technology Research, Vol.2, issue.7, pp:529-539, ISSN 2319 – 8885.*

**Interpretation**
From the above exhibit it is ascertained that 38% of the respondents had purchased Royal Enfield for style, 32% of the respondents had purchased Royal Enfield on passion, 19% of the respondents had purchased Royal Enfield for its brand name, 9% of the respondents had purchased Royal Enfield for its appearance and 2% of the respondents had purchased for other reason.

**9.1.3. Exhibit showing the awareness on Road Side Assistance Scheme by the respondents**

| Opinion | Frequency | Percentage | |
|---------|-----------|------------|---|
| **Yes** | 44 | 44 | |
| **No** | 56 | 56 | |
| **Total** | 100 | 100 | |

**Interpretation**
From the above exhibit it is clear that 44% of the respondents are aware of Road Side Assistance Scheme and 56% of the respondents are unaware of Road Side Assistance Scheme.

**9.2. Rank Analysis**
Rank analysis is a method of statistics that measure the relationship between ranking of different ordinal variables and different ranking of the same variables.

**9.2.1. Table showing ranking of Royal Enfield Models**

| Particulars | R1 | R2 | R3 | R4 | R5 | R6 | R7 | R8 | Total Score | Rank |
|-------------|----|----|----|----|----|----|----|----|-------------|------|
| **Thunderbird 500** | 33 | 11 | 17 | 8 | 11 | 8 | 4 | 2 | **318** | **4** |
| **Thunderbird 350** | 19 | 29 | 13 | 18 | 9 | 7 | 2 | 3 | **363** | **6** |
| **Classic 500** | 24 | 23 | 24 | 14 | 1 | 11 | 0 | 3 | **233** | **1** |
| **Classic 350** | 24 | 21 | 29 | 12 | 6 | 3 | 1 | 4 | **288** | **2** |
| **Bullet 500** | 27 | 20 | 18 | 5 | 17 | 7 | 2 | 4 | **314** | **3** |
| **Bullet 350** | 19 | 32 | 9 | 5 | 9 | 16 | 8 | 2 | **343** | **5** |
| **Bullet Electra** | 9 | 23 | 9 | 4 | 5 | 8 | 35 | 7 | **472** | **7** |
| **Continental GT** | 5 | 21 | 13 | 2 | 5 | 2 | 10 | 42 | **537** | **8** |

**Interpretation**
The ranking analysis indicates that Classic 500 has been ranked first with 233; Classic 350 has been ranked second with 288; Bullet 500 has been ranked third with 314; Thunderbird 500 has been ranked fourth with 318; Bullet 350 has been ranked fifth with 342; Thunderbird 350 has been ranked sixth with 363; Bullet Electra has been ranked seventh with 472 and Continental GT has been ranked eighth with 537.

**9.3. Weighted Average Score Method**
Weighted average score is the most accurate measure of score or investment that are relatively important to each other.

**9.3.1. Table showing the satisfaction level of respondents on various features of Royal Enfield**

| Features of Royal Enfield | Excellent | Good | Average | Below Average | Not Satisfied | Total Score | Weighted Average Score | Rank |
|---------------------------|-----------|------|---------|---------------|---------------|-------------|------------------------|------|
| **Ignition** | 60 | 31 | 9 | 0 | 0 | **451** | **4.51** | **2** |
| **Disc brakes** | 21 | 57 | 20 | 0 | 0 | **393** | **3.93** | **6** |
| **Pickup** | 42 | 46 | 12 | 0 | 0 | **430** | **4.30** | **4** |
| **Fuel efficiency** | 19 | 34 | 37 | 9 | 0 | **360** | **3.60** | **7** |
| **Appearance** | 71 | 22 | 5 | 1 | 1 | **461** | **4.61** | **1** |
| **Warranty & Guaranty** | 36 | 41 | 20 | 2 | 1 | **409** | **4.09** | **5** |
| **Range of Products** | 53 | 30 | 15 | 1 | 1 | **433** | **4.33** | **3** |

**Interpretation**
The weighted average score has been carried out in this study to know the overall satisfaction level of respondents on the features of Royal Enfield. In the above table appearance has been ranked first with the highest score 4.61; Ignition has been ranked second with the score 4.51; Range of products has been ranked third with the score 4.33; Pickup has been ranked fourth with the score 4.30; Warranty & Guaranty has been ranked fifth with the score 4.09; Disc brake has been ranked sixth with the score 3.93 and Fuel efficiency with the least score 3.60 has been ranked seventh.

### 9.4. Chi Square Analysis
#### 9.4.1 Table showing the relationship between monthly income and maintenance cost of the respondents

| Monthly Income / Maintenance Cost | Excellent | Affordable | Cheap | Total |
|---|---|---|---|---|
| **Rs.10000-Rs.20000** | 11 | 18 | 3 | **32** |
| **Rs.20001-Rs.50000** | 7 | 17 | 1 | **25** |
| **Above Rs.50000** | 5 | 2 | 2 | **9** |
| **No Income** | 12 | 19 | 3 | **34** |
| **Total** | **35** | **56** | **9** | **100** |

**Hypothesis**
   **H0:** There isno significant relationship between monthly income and maintenance cost.
   **H1:** There is significant relationship between monthly income and maintenance cost.
Level of significance = 5% or 0.05
**Degree of freedom = 5**
**Chi – Square Value = 0.28**
**Table Value = 12.59**

**Interpretation**
In the above analysis, the calculated value (0.28) is than the table value (12.592) at the level of 5% significance. Hence the null hypothesis is accepted. Thus there is no significant relationship between income level and maintenance cost.

### 10. Findings
#### 10.1.1. Percentage Analysis
- Majority (45%) of the respondents possess classic model of Royal Enfield.
- Majority (38%) of the respondents are has purchased Royal Enfield for style.
- Majority (56%) of the respondents are not aware for Road Side Assistance Scheme (RSA).

#### 10.1.2. Rank Analysis
- The respondents who use Royal Enfield mostly prefer Classic 500 which has been ranked first; Classic 350 has been ranked second; Bullet 500 has been ranked third; Thunderbird 500 has been ranked fourth; Bullet 350 has been ranked fifth; Thunderbird 350 has been ranked sixth; Bullet Electra has been ranked seventh and Continental GT has been ranked eighth.

#### 10.1.3. Weighted Average Score
- The respondents derive maximum satisfaction from the feature appearance which has been ranked first with the highest score; Ignition has been ranked second; Range of products has been ranked third; Pickup has been ranked fourth; Warranty & Guaranty has been ranked fifth; Disc brake has been ranked sixth and Fuel efficiency with the least score has been ranked seventh.

#### 10.1.4. Chi Square Analysis
- The factors such as monthly income and purchase power has insignificant relationship between them.

### 11. Suggestions
- Royal Enfield has been esteemed as a symbol of love/passion which is proves that the respondents are solely connected to it.
- Most of the respondents are unaware of Rider Mania, a great event conducted by Royal Enfield. Thus Royal Enfield should concentrate on its advertising campaign to reach the customers.

**12. Conclusion**

The younger generation and middle age are more interested in Royal Enfield, the buying behavior is governed predominantly by the need for Power and respect for the iconic Brand. Royal Enfield should concentrate on its advertising campaign to reach the customers, mileage of the Royal Enfield bikes is very economical and most of them prefer to buy their bike brand new from showroom with the spare parts available in market easily .Royal Enfield has an excellent satisfaction level within the customer for its power, pick up, comfort, safety and with after sales service. It is clear that Royal Enfield concentrate more on customer's satisfaction to maintain its brand value and entire Royal Enfield owner are passionate Royal Enfield fans.