



## A STUDY OF CUSTOMER PRECEPTION TOWARDS ROYAL ENFIELD BIKE WITH REFERENCE IN COIMBATORE CITY

*Ms. S. J. Sneha<sup>1</sup>, K. Nirmal Kumar<sup>2</sup>*

<sup>1</sup> Assistant Professor, Department of commerce professional accounting, Sri krishna Adithya College of Arts and Science, Coimbatore

[Snehasj@skacas.ac.in](mailto:Snehasj@skacas.ac.in)

<sup>2</sup> Student, Department of commerce professional accounting, Sri krishna Adithya college of Arts and Science, Coimbatore

[Nirmalkumarkuppusamy628@gmail.com](mailto:Nirmalkumarkuppusamy628@gmail.com)

### INTRODUCTION

Royal Enfield holds a strong position in the Indian motorcycle market, known for its style and performance. Customer perception is crucial in shaping its market value. This study focuses on how customers in Coimbatore view Royal Enfield in terms of quality, satisfaction, brand value, and service. Understanding these perceptions can help the brand enhance its local presence and meet customer expectations more effectively.

### STATEMENT OF PROBLEM

With increasing competition in the motorcycle industry, understanding customer perception has become essential for brand success. Although Royal Enfield has a strong legacy, changing customer preferences and expectations may impact its market position. In Coimbatore, a growing urban market, it is important to assess how customers perceive the brand in terms of quality, performance, and service. This study aims to identify gaps between customer expectations and the brand's current offerings.

### REVIEWS

- **2016:**

Customers admired Royal Enfield for its vintage design and rugged performance. Most buyers in Coimbatore preferred the Classic 350. Brand loyalty was high despite concerns about mileage and frequent maintenance needs.

- **2017:**

In 2017, style-conscious youth in Coimbatore leaned towards Royal Enfield for its road presence. However, many expressed dissatisfaction with vibration issues and lack of modern features compared to other bikes in the segment.

- **2018:**

A study showed strong preferences for models like Classic and Bullet. Customers valued brand heritage, engine sound, and resale value. Service center experience remained a key area where improvement was expected.

- **2019:**

Royal Enfield began introducing updates to address customer feedback. Riders in Coimbatore appreciated the improved braking systems and color variants. Yet, high service costs and heavy handling remained points of concern.

- **2020:**

During the pandemic, sales dipped but Royal Enfield remained popular for solo rides and reliability. Online reviews influenced customer perception more than before. Affordability and mileage became bigger decision-making factors.

- **2021:**

Launch of Meteor 350 with J-platform improved ride quality and reduced vibration complaints. Coimbatore customers praised the refinement but desired better fuel efficiency and digital features to compete with modern bikes.

- **2022:**

Customer perception improved due to enhanced engine performance and stylish updates. Many in Coimbatore saw Royal Enfield as a status symbol. Younger customers wanted more tech integration and personalized customization options.

## OBJECTIVE OF THE STUDY

1. To identify key factors shaping customer perception towards Royal Enfield in Coimbatore.
2. To examine customer satisfaction with Royal Enfield's product features and performance.
3. To evaluate the quality of after-sales service provided by Royal Enfield.
4. To study customer loyalty and purchase behavior in the local market.
5. To provide suggestions for improving customer experience and brand image.

## RESEARCH METHODOLOGY

Primary data collected through structured questionnaires from Royal Enfield customers in Coimbatore city.

## TOOLS AND TECHNIQUES USED FOR ANALYSIS

Tools used for the study were following:

- Questionnaire survey
- Percentage analysis
- Likert scale

## LIMITATIONS OF THE STUDY

- The results and findings are confined to a limited area.
- The opinions of the respondents may be biased.
- Time and resource constraint.

## ANALYSIS AND INTERPRETATION OF DATA

**TABLE SHOWING TYPE OF BIKES PREFERRED BY THE RESPONDENTS**

TYPE OF BIKE PREFERRED	FREQUENCY	PERCENTAGE
Royal Enfield Classic	50	50
Royal Enfield Bullet	25	25
Royal Enfield Meteor	15	15
Royal Enfield Hunter	5	5
Royal Enfield Himalayan	5	5
<b>TOTAL</b>	<b>100</b>	<b>100%</b>

### INTERPRETATION

Royal Enfield Classic is the most preferred model among the respondents, with 50% of them choosing it. This indicates that customers highly value the classic design, comfort, and brand legacy. 25% of the respondents prefer the Bullet model, known for its rugged style and powerful engine.

**TABLE SHOWING BRANDED BIKES ARE BETTER QUALITY THAN NON - BRANDED BIKES AMONG THE RESPONDENTS**

BRANDED CLOTHES ARE BETTER QUALITY	FREQUENCY	PERCENTAGE
Strongly Agree	40	40
Agree	35	35
Neutral	15	15
Disagree	7	7
Strongly Disagree	3	3
<b>TOTAL</b>	<b>100</b>	<b>100%</b>

## INTERPRETATION

The majority of respondents agree that branded bikes are of better quality than non- branded bikes, indicating a strong perception of trust, performance, and reliability associated with branded vehicles.

## RANK ANALYSIS

**TABLE SHOWING RANKING OF FACTORS INFLUENCE PURCHASING DECISION TO BUY BRANDED BIKES  
AMONG THE RESPONDENTS**

FACTORS	R1	R2	R3	R4	R5	TOTAL	RANK
Brand Image	35	30	15	10	10	375	1
Performance	25	30	25	10	10	355	2
Mileage	15	20	30	20	15	305	3
Price	10	10	15	40	25	260	4
After-Sales Service	15	10	15	20	40	235	5

## INTERPRETATION

The rank analysis reveals that brand image is the most influential factor in purchasing decisions, followed by performance and mileage, while price and after-sales service are considered less significant by the respondents.

## WEIGHTED AVERAGE METHOD

**TABLE SHOWING THE SATISFACTION LEVEL OF CUSTOMER SERVICE AMONG THE RESPONDENTS**

PARTICULARS	R1	TOTAL	WEIGHTED AVERAGE	RANK
Very Responsive	100	100	0.66	2
SomeWhat Responsive	92	92	0.61	3
Netural	159	159	1.06	1
Not Very Responsive	74	74	0.49	4
Not Responsive At All	17	17	0.11	5

VERY SATISFIED – (VS) SATISFIED – (S)

NEUTRAL – (N) DISSATISFIED – (DS) VERY DISSATISFIED – (VDS)

## INTERPRETATION

The satisfaction level of customer service shows that the majority of respondents are either satisfied or highly satisfied with the service, indicating that the customer service is generally perceived positively, though there is still room for improvement among a smaller portion of customers who are dissatisfied.

## FINDING OF THE STUDY

### RANK ANALYSIS

1. Rank analysis helps determine the most preferred Royal Enfield models based on customer feedback in Coimbatore.
2. It identifies the key factors influencing customer satisfaction, such as price, performance, and design.

### WEIGHTED AVERAGE SCORE METHOD

1. This method calculates average scores by assigning weights to customer responses based on importance levels.
2. It helps analyze customer perception accurately by considering varying significance of different product and service factors.

## SUGGESTIONS

1. Improve service quality to enhance customer satisfaction and brand loyalty.
2. Introduce modern features to attract younger and tech-savvy customers.

3. Provide affordable maintenance packages to reduce overall ownership cost.
4. Increase showroom presence in outskirts for better customer accessibility.
5. Conduct regular feedback surveys to understand changing customer expectations.

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## CONCLUSION

The study on customer perception towards Royal Enfield in Coimbatore reveals that the brand enjoys strong popularity due to its classic design, powerful performance, and heritage value. However, customers also expect improvements in areas like mileage, modern features, and service quality. Most buyers show brand loyalty, but their expectations are evolving with changing market trends. The findings highlight the need for Royal Enfield to innovate while preserving its core identity. By addressing customer feedback and enhancing overall experience, the brand can strengthen its presence in Coimbatore and remain a preferred choice among motorcycle enthusiasts in the region.

This study highlights that Royal Enfield holds a strong and emotional connection with customers in Coimbatore. Riders appreciate the brand's legacy, style, and road presence, which contribute to a positive perception. However, with growing competition and rising customer expectations, aspects like advanced features, smoother engines, and better after-sales service are becoming important. Customers still value the brand's identity but seek continuous improvements. The insights from this study can help Royal Enfield align its offerings with customer needs, improve satisfaction, and maintain its position as a premium motorcycle brand in Coimbatore's dynamic and evolving two-wheeler market.