



## A Study on the Marketing Strategies of Royal Enfield (Bharat Automotives), Coimbatore

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### ABSTRACT

This study examines the marketing strategies employed by Royal Enfield (Bharat Automotives), Coimbatore, focusing on factors like product quality, service standards, and promotional techniques. Effective marketing strategies are vital in the automotive sector to enhance sales, strengthen brand perception, and improve customer satisfaction. However, challenges such as inconsistent service quality and ineffective promotional efforts can hinder organizational success and customer retention.

The research aims to explore how these marketing elements influence consumer experiences and showroom satisfaction. Data collected from 120 customers through surveys will be analyzed using descriptive methods and statistical tools like chi-square and correlation. The findings provide insights for improving marketing strategies and could help other automotive brands refine their operations, achieve market growth, and maintain long-term customer loyalty.

**Keywords:** Customer Satisfaction, Service Standards, Product Performance, Delivery Efficiency, Promotional Strategies.

### INTRODUCTION

Marketing plays a vital role in shaping how a business connects with its customers and communicates its value. It involves a combination of strategies that focus on promoting, selling, and distributing products or services to the right audience. In today's competitive business environment, companies must adopt innovative marketing approaches to stand out and ensure long-term success. Whether through advertising, customer engagement, or digital campaigns, effective marketing helps increase visibility, improve brand perception, and build loyal customer bases.

This study explores the marketing strategies adopted by Royal Enfield through its authorized dealer, Bharat Automotives, in Coimbatore. The research aims to understand how different marketing elements—such as product quality, service performance, delivery practices, and promotional offers—impact the overall customer experience. With rising expectations from modern-day buyers, it becomes essential for dealerships to align their operations with customer needs. This study provides insights that could support better marketing outcomes and stronger customer relationships.

### INDUSTRY PROFILE (Two-Wheeler Industry in India)

The Indian two-wheeler industry has seen remarkable growth since the liberalization reforms introduced in 1991. From being a market with limited options, India has grown into one of the top producers of two-wheelers globally, ranking just behind China and Japan in production and sales. One of the key factors behind this growth is the demand for affordable and efficient personal transport, particularly in areas where public transportation remains underdeveloped.

Historically, companies like Bajaj, Enfield, and API were pioneers in India's two-wheeler market. Foreign collaborations in the 1980s brought global brands like Yamaha, Honda, and Kawasaki into the Indian market, elevating competition and technological standards. The introduction of gearless scooters and lightweight motorcycles further expanded the market to include women and younger customers. Today, India continues to witness strong demand for two-wheelers, driven by rising incomes, urbanization, and a youthful population seeking reliable mobility options.

### REVIEW OF LITERATURE

- **Kotler (2017)** explored the concept of “value-based marketing” to craft compelling value propositions for target customers. The research aimed to align corporate objectives with customer expectations to strengthen brand loyalty.
- **Barone (2020)** explored the concept of “comprehensive marketing planning” to convert prospects into loyal buyers. The research aimed to integrate demographic insights with brand messaging for deeper consumer engagement.

- **Farkash (2019)** explored the concept of “sustainable competitive positioning” to secure long-term market advantage. The research aimed to guide firms in adapting their strategies to shifting consumer behaviors and industry trends.
- **Masri bin Abdul Lasi (2021)** explored the concept of “crisis-responsive marketing” to maintain customer relationships during the COVID-19 pandemic. The research aimed to identify adaptive tactics that preserved brand presence amidst market disruptions.
- **Khoo (2022)** explored the concept of “service-driven marketing” to enhance corporate image and satisfaction. The research aimed to assess how superior service quality influences repeat purchases and positive word-of-mouth.

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## SCOPE OF THE STUDY

The scope of this study is confined to a thorough examination of the marketing and service practices at Bharat Automotives, the Royal Enfield showroom in Coimbatore. It investigates core dimensions—product quality, service delivery, turnaround times, and promotional initiatives—that shape customer engagement and satisfaction. By benchmarking these showroom-level strategies against industry standards, the research offers actionable insights for dealerships and manufacturers to fine-tune their operations. The findings aim to guide automotive firms in aligning their marketing plans and service protocols with consumer expectations, thereby enhancing sales performance, fostering brand loyalty, and streamlining business processes for sustained competitive advantage.

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## STATEMENT OF THE PROBLEM

In the highly competitive automotive industry, effective marketing strategies are crucial for enhancing brand visibility, improving sales, and fostering customer loyalty. However, challenges such as inconsistent service quality, delayed deliveries, ineffective promotional tactics, and poor product positioning often result in unsatisfied customers and a negative impact on overall sales performance. Additionally, the lack of a well-structured marketing strategy can lead to low customer engagement, inefficient use of resources, and poor communication of product value. This research aims to identify gaps in the current marketing practices at Royal Enfield (Bharat Automotives), Coimbatore, and their effects on customer satisfaction, thereby offering recommendations for improved operational efficiency and better customer relations.

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## LIMITATIONS OF THE STUDY

- The study is limited to the customers of **Royal Enfield motorcycles**, and does not include other brands. This focus narrows the findings to a specific segment of the two-wheeler market.
- The research only considers **Bharat Automotives**, Coimbatore, as a case study. Therefore, the results may not be applicable to other Royal Enfield showrooms or different locations.
- The **sample size is confined to 120 customers**, which may not represent the broader customer base. This limitation affects the generalizability of the findings across all customer groups.
- The study is restricted to **respondents from Coimbatore only**, limiting its geographical scope. Hence, the findings may not reflect customer behavior in other regions or cities.

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## RESEARCH OBJECTIVE

- To **study the marketing strategies** of Royal Enfield (Bharat Automotives), Coimbatore. This includes understanding the effectiveness of their sales and promotional activities.
- To evaluate the **service quality** in enhancing the overall customer experience at the showroom. This objective aims to assess how service standards contribute to customer satisfaction.
- To analyze the **product quality** offered to customers in the showroom. It examines how product features and reliability impact purchasing decisions.
- To assess the **promotional strategies** of the showroom in driving customer interest and increasing sales. This involves evaluating the effectiveness of advertising and discount schemes in customer acquisition.

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## RESEARCH METHODOLOGY

The research employs a **descriptive research design** to examine the marketing strategies of Royal Enfield (Bharat Automotives), Coimbatore. Data was collected from **120 respondents**, selected through a **convenient sampling method** to ensure a diverse representation of customer opinions. Both **primary and secondary data** were utilized for the study. Primary data was obtained via structured questionnaires, while secondary data was gathered from existing reports, articles, and case studies. Statistical tools such as **simple percentage analysis**, **chi-square analysis**, and **correlation analysis** were applied to interpret the collected data. The study focuses on analyzing key aspects like **service quality**, **product features**, **delivery times**, and **promotional strategies**, and how these factors influence overall customer satisfaction. The findings aim to provide actionable insights that can help improve marketing strategies and enhance customer experiences.

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## FINDINGS

1. 80% of the respondents are male, indicating a predominance of male customers in the surveyed group.
2. 37.5% of the respondents are in the age range of 21-30 years, representing the largest age group among the survey participants.
3. 37.5% of the respondents have completed a professional qualification, showing a significant proportion of customers with advanced education.
4. 34.2% of the respondents have an annual income of Rs. 1,00,000, highlighting a moderate-income group in the survey.
5. 43.3% of the respondents reported satisfaction with the showroom's prompt customer assistance, indicating a positive customer service experience.

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## SUGGESTIONS

1. To enhance customer trust, the showroom should ensure consistent and transparent communication regarding service details.
2. The showroom must expedite maintenance and repair services to ensure they are completed within the promised time frame.
3. Investments in modern equipment and technology at the service center will increase service quality and efficiency.
4. The showroom should establish stringent quality inspections to guarantee that only high-quality products are delivered.
5. To minimize delivery waiting times, the showroom needs to streamline inventory management and improve delivery processes.

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## CONCLUSION

This study has explored the marketing strategies employed by Royal Enfield (Bharat Automotives) in Coimbatore, emphasizing key aspects like service quality, product features, delivery processes, and promotional efforts. The research revealed that service quality and product performance were crucial in shaping customer satisfaction and influencing purchase decisions. However, challenges such as delivery delays and inconsistent communication were identified as significant barriers to customer loyalty.

The findings suggest that improving service efficiency, ensuring timely deliveries, and aligning promotional efforts with customer expectations can enhance the showroom's overall performance. By focusing on these areas, Bharat Automotives can foster stronger customer relationships, boost sales, and strengthen its competitive position in the two-wheeler market. The study offers valuable insights that can guide other automotive brands in refining their marketing strategies and improving customer experiences.

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