

A Study on Customer Perception Towards Royal Enfield (Sholinganallur, Perungudi, Adyar Zones)

Praveen.T, Sathyabama, Sathyabama,
Dr.Rani, Dr. Bhuvaneshwari .G

*School of management studies
Institute of science and technology (deemed to be university)
Jeppiaar nagar, rajiv gandhi salai, chennai - 600 119
Institute of science and technology (deemed to be university) school of management studies*

Submitted: 01-05-2022

Revised: 04-05-2022

Accepted: 08-05-2022

BONAFIDE CERTIFICATE

This is to certify that this Project Report is the bonafide work of **PRAVEEN.T 40410125** who carried out the project entitled “A Study on customer perception towards Royal Enfield Chennai” under my supervision from September 2021 to October 2021.

DECLARATION

I **PRAVEEN.T (40410125)** hereby declare that the Project Report entitled “A Study on Customer perception towards Royal Enfield of Chennai” done by me under the guidance of **DR.RANI** is submitted in partial fulfillment of the requirements for the award of Master of Business Administration degree.

ACKNOWLEDGEMENT

I am pleased to acknowledge my sincere thanks to Board of Management of **SATHYABAMA** for their kind encouragement in doing this project and for completing it successfully. I am grateful to them. I convey my sincere thanks to **Dr. G. Bhuvaneshwari, Dean - School of Management Studies and Dr. A. Palani, Head - School of Management Studies** for providing me necessary support and details at the right time during the progressive reviews.

I would like to express my sincere and deep sense of gratitude to my Project Guide **DR.RANI** for her valuable guidance, suggestions and constant encouragement paved way for the successful completion of my project work.

I wish to express my thanks to all Teaching and Non-teaching staff members of the **School of Management Studies** who were helpful in many

ways for the completion of the project.

ABSTRACT

The customer perception is a marketing concept that encompasses a customer's impression, awareness and consciousness about a company or its offerings. Customer perception is typically affected by advertising, reviews, public relations, social media, personal experiences and other channels, customer perception plays a vital role in company's ability to attract new customers and to retain existing customers.

I. CHAPTER 1 INTRODUCTION INTRODUCTION

Royal Enfield Bike was the oldest Motor cycle in India which is still in market. The Royal Enfield Bikes are licensed from the Madras Motors in Chennai. Royal Enfield collaborated with the Eicher Group, an automotive company in India, and merged with it in 1994. Eicher Group manufactured the Royal Enfield

Bullet and single cylinder motorcycles. The first bike was manufactured in 1901 has passed more than 75 years production. The Eicher started producing several models in India such as Royal Enfield classic 350, Royal Enfield Bullet 350, Royal Enfield Thunderbird 350x, Royal Enfield Himalayan, Royal Enfield Bullet 500, Royal Enfield classic 500, Royal Enfield thunderbird 350, Royal Enfield thunderbird 500x Royal Enfield thunderbird 500, Royal Enfield continental GT 650, Royal Enfield Interceptor 650.

INDUSTRY PROFILE

Royal Enfield motorcycles made in England were being sold in India from 1949. In 1955, the Indian government looked for a suitable motorcycle for its police and army, for patrolling the country's border. The Bullet was chosen as the most suitable bike for the job. The Indian government ordered 800 350 cc model Bullets. In 1955, the Redditch Company partnered with Madras Motors in India to form 'Enfield India' to assemble, under license, the 350 cc Royal Enfield Bullet motorcycle in Madras (now called Chennai). The first machines were assembled entirely from components shipped from England. In 1957, the tooling was sold to Enfield India so that they could manufacture components. By 1962, all components were made in India. The Indian Enfield uses the 1960 engine (with metric bearing sizes), in the pre-1956 design frame.

An independent manufacturer since the demise of Royal Enfield in England, Enfield India still makes an essentially similar bike in 350 cc and 500 cc forms today, along with several different models for different market segments.

In 1986, a British civil servant, Raja Narayan, returned to India and organized an export arm for the company to market the Bullet in England. Starting with a Bullet 350 in 1986, he was soon giving feedback that led to improvements. By 1989, the Enfield Bullet appeared in UK motorcycle shows.

In 1994, Eicher Group bought into Enfield India. In late 1995, the Enfield India firm acquired the rights to the name Royal Enfield. Royal Enfield of India now sells motorcycles in over twenty countries.

COMPANY PROFILE

The Enfield Cycle Company made motorcycles, bicycles, lawnmowers and stationary engines under the name Royal Enfield out of its works based at Redditch, Worcestershire. The legacy of weapons manufacture is reflected in the logo comprising the cannon, and the motto "Made like a gun". Use of the brand name Royal Enfield was licensed by the Crown in 1890. In 1909 Royal Enfield surprised the motorcycling world by introducing a small Motorcycle with a 2 ¼ HP V twin Motosacoche engine of Swiss origin. In 1911 the next model was powered by a 2 ¾ HP engine and boasted of the well known Enfield 2-speed gear. In 1912 came the JAP 6 HP 770 CC V twin with a sidecar combination.

It was this motorcycle which made Enfield a household name. 1914 saw the 3HP motorcycles this time with Enfield's own engine which now had

the standardised Enfield paint scheme of black enameled parts and green tank with gold trim.

NEED FOR STUDY

The study helps in knowing the awareness and satisfaction and also the perception of consumers towards Royal Enfield. It also helps to analyze the dealer's attitude towards the service and benefits rendered by the company. This study also helps the graduates and the researchers who would like to increase their knowledge on the subject which might be of help in the future while looking for works.

SCOPE OF STUDY

The scope of the study is to find out the customer Perception towards Royal Bikes. The study covers the different aspects of customer Perceptions.

OBJECTIVES OF THE STUDY

- To study the Consumer perception towards the Royal Enfield bikes
- To study the preference of customers on different varieties of Royal Enfield Bikes.
- To study consumer expectations in respect to Royal Enfield Bikes

LIMITATION OF STUDY

Each and every study will have its own limitation. Some among such limitations of this study are:

- Limited sample size
- As the data is collected from a few, it may not prove the view of the entire population
- The survey was time consuming
- Possible sampling error

II. CHAPTER 2 REVIEW OF LITERATURE

1. **Mrs. R. Kanaka Rathinam** (2013) Publisher: - ISR journals and publications The article provides detailed information about the preference of customer towards Royal Enfield bikes. In this article the author has mentioned how preference is influenced by culture, social, personal and psychological factors lastly with help of questionnaire method it was found that Royal Enfield is chosen by most of customers because of appearance, performance, and design.
2. **Ms. Ameer Asra Ahmed** (2013) Publisher: - IJBARR Publications This article has given information about both perception and

satisfaction towards Royal Enfield bikes. The Royal Enfield bikes are most preferred by middle aged and younger generation dominated by male. Their perception towards bike is muscularity, strong performance, mileage, and status. It is available everywhere and its parts are available everywhere. So Royal Enfield is preferred more and chosen more than other bikes.

3. **Mrs. G. Murali Manokari** (2013) Publisher: - ISR Journals and Publications Findings from the study of this literature of research shows how much customer prefers and their satisfaction level towards various aspects which are mostly influenced by socio-cultural, psychological & personal factors. Customers of Royal Enfield conveys, that in order to capture the market, the manufacturers have to give the best combination of looks, quality, cost efficiency good features, safety, and performance. This reason has also proved to be the reason behind the decade's long history of the Company.
4. **Sr. Sony Mariya** (September 2018) Publisher: - IJCMR This study has shown about the preference of Royal Enfield bikes. It was found that the ultimate users of these bikes are students who want to maintain image and also to be comfortable. Also, it is found that Sound (imp. Thing for bullets) is lower than old models so they have to maintain quality models. It is the most preferred bike in India and also it has many loyal customers especially young generations. So, we can say perception of customer on purchase of Royal Enfield bikes is good or we can say excellent.
5. **Kottala Sri Yogi** (March 2016) Publisher: - Pacific Science Review B: Humanities and Social Sciences Customer perceptions while purchasing a Royal Enfield or any two-wheeler have been analysed by diff. Manufacturers through various ways. In this article the author uses fuzzy logic approach to accomplish the objective. Royal Enfield has given priority in high trade in value, ease of modification etc. this study has helped why to study why people choose royal Enfield over other bikes available in the market and the reasons like status, muscular, average of bike etc.
6. **Abhijeet Singh** (2011) has mentioned that Royal Enfield uses tools such as CRM along with tools like dealer management system which integrates and coordinates the leading application in the automobile industry, connecting more than one thousand dealers across India and moreover CRM DOS has helped the company to improve its inventory management, tax calculation and pricing and moreover this system has also proved to be beneficial to dealers because it has reduce their working capital cost.
6. **Brijesh Kumar** (2012) has mentioned that Royal Enfield Ltd, is running a program called Good life Passport to Relationship Reward. With an objective to create an innovative environment for interaction between Royal Enfield and its customers. Members of this program are given a magnetic card in which all information is stored and this card is swiped when using any service at a showroom or workshop and it work like a loyalty benefit card.
7. **Ajith Shashidhar** (2012) has quoted that Royal Enfield India has stopped the program by the company rewards the after sale service of bike along with the purchase of spare parts from authorized dealers or service center of the company. The company used to give some extra bonus point to the customer on follow of the maintenance schedule prescribed by Royal Enfield. These bonus and loyalty points earned could be redeemed in return of exchange for new model.
8. **Biswajit Mahanty and Virupaxi Bogodi** (2013) has mentioned that Royal Enfield is an era of customer delight for the two wheeler industry and the conventional measures implemented by the service organizations tend to be inadequate to attract customers persistently.
9. **Authr** (2014) states that do not buy vehicle model that is about to be discontinued as it can regret the buyer when looking for the spares and this also leads to a decline in the sale value of the vehicle. The researcher also agrees to the same as availability of spares and after sales is crucial of the vehicle and its resale value.
10. **Philip Kotler** (2016) has mentioned the Royal Enfield has a policy where in its dealer's staff ranging from the CEO to the sales representative upholds personalized relationship with customers which include face to face and social media contact. This helps the company to know its customers as individual and helps the company to conduct ongoing research to keep up with defining the customers "need better."

11. The study by **S.Saravan, N Panchanathan and S Pragadeeswaran** (2016) concluded in their research paper "Markets and Consumers-Consumer Behavior Towards Showroom Services of Two-Wheeler with reference to Cuddalore District" that students and employees are more satisfied about showroom service and age of consumer is an important factor while choosing the brand of bike and all the consumers give importance all factors relating to buying a vehicle.
12. **Biswajit Mahanty and Virupaxi Bagodi** (2013) has mentioned that Royal Enfield is an era of customer delight for the two uteler industry and the conventional measures implemented by the service organizations tend to be inadequate to attract customers Persistently.
13. **S.Saravan, N Panchanathan and S Pragadeeswaran** (2016) concluded in their research paper "Markets and Consumers-Consumer Behavior Towards Showroom Services of Two-Wheeler with reference to Cuddalore District" that students and employees are more satisfied about showroom service and age of consumer is an important factor while choosing the brand of bike and all the consumers give importance all factors relating to buying a vehicle .
14. **Christopher Lovelock & Jayanta Chatterjee** (2018) has concluded that with theRoyal Enfield vehicle growth of the service economy and emphasis on adding value enhancing services to manufactured goods, the line between services and manufacturing sometimes becomes blurred and many manufacturing firms from auto manufacturers are moving aggressively into service business.
15. **Mc Collough, Michael A** (2019) is of the view that Royal Enfield Service guarantees have the potential to transform service organizations and despite their high potential value they remain the exception rather than the rule for service organizations. Further, service guarantees can provide a unifying framework that brings together the service quality literature, the complaining literature, the service failure and recovery literature, and the relationship marketing loyalty fields.
16. **S Balachandran** (2020) has mentioned in the chapter "Developing the ServiceProduct" that a Royal Enfield Service product is the offer made to the customer, promising benefits and infinite options are available in creating depth and breadth in the product range. The delivery system is an integral part of service product and it should deliver consistently as promised, without being asked moreover performance beyond expectations and continuous upgrading are facilitated through attention to customer complaints and customization improves attractiveness.
17. **Saif Lllah Malik** (2019) has concluded that with the growth in size of the service sector of the global economy, services are distributed regionally, nationally and globally and are earning larger portion of an organizations revenue and the quality of their services plays a very important role in customer satisfaction and due to intense competition in the service sector, service providers are laying moreemphasis on service quality to market leadership. The Royal Enfield concluded that customer satisfaction is significantly related with perceived service quality andperceived value
18. **James A Schauer** (2018) has concluded that today it is only with the use of technology that the businesses are getting lucrative solutions for reducing the business cost, but business is not only about reduction in cost the other importantfactor on business
19. Amrit Raj (2013) has reported that Royal Enfield Ltd is a focusing on technologyrevamp by having tie ups with US based EBR racing and with Austria based engine maker AVL these moves are with an ultimate aim to extend arm in R&Das the company has decided not to run the existing brandson Royal Enfield engines, no company in automobile sector can fight competition on price. Companies need to have the right product, distribution, CRM and after sales service network to grow.

III. CHAPTER 3 RESEARCH METHODOLOGY

RESEARH METHODOLOGY

Research methodology is mainly needed for the purpose of framing the research process and the designs and tools that are to be used for the project purpose. Research methodology helps to find the customer satisfaction. This time research methodology is framed for the purpose of finding the customer perception towards mobile network in Chennai.

RESEARCH DESIGN Descriptive Research Design

Descriptive research is a study designed to depict the participants in an accurate way. More simply put, descriptive research is all about describing people who take part in the study.

SAMPLING TECHNIQUE Convenience sampling method

A convenience sample is one of the main types of non-probability sampling methods. A convenience sample is made up of people who are easy to reach.

The research was designed to achieve the above mentioned objectives and the following tools were used to collect the required data.

Sampling Method

A sample is considered during a research when the size of the population is very large and a set is chosen to represent the whole population, this set is called a sample is a representative of the population under study.

There are two methods of sampling i.e., probability and non probability sampling. To carry out this project I have used non probability sampling method.

Sampling Frame

The sample frame represents the groups of respondents that were contacted during the survey it also represents the profession of the respondents that were connected for data.

Sampling Technique

To carry out this project Convenience technique has been used

SOURCES OF DATADATA COLLECTION

Data collection is one of the most important aspects of research. The information in tough research methodology must be accurate and relevant. The data collection method can be classified into two methods.

PRIMARY DATA

Questionnaire method has been used as a tool for a data collection in this research.

SECONDARY DATA

Secondary data means data that are already available and they refer to data which has already been collected and analyzed by someone else. The secondary data for the study was collected from book, company websites, magazines and other sources.

STRUCTURE OF QUESTIONNAIRE

Questionnaire was divided into two sections. First part was designed to know the general information about customers and the second part contained the respondent's opinions about their network.

SAMPLE SIZE

The total sample size for the data collection for the research was 55 respondents

PERIOD OF STUDY

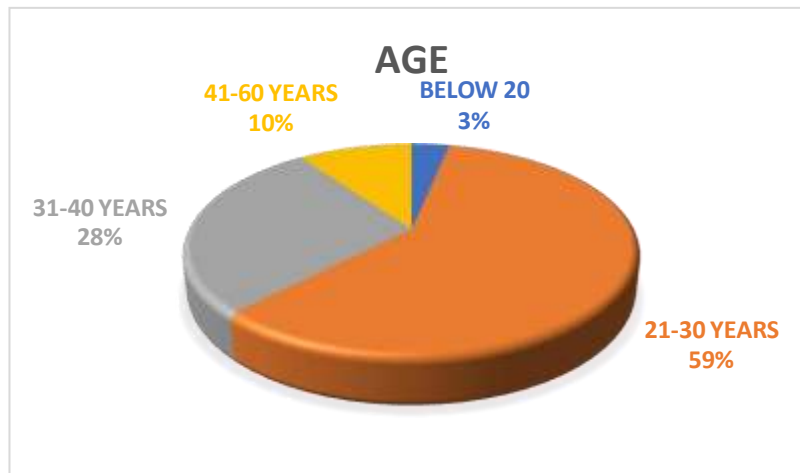
The duration of study is from May 2021 to June 2021, one months of study.

IV. CHAPTER 4

DATA ANALYSIS AND INTERPREATION: PERCENTAGE ANALYSIS

Table No. 1: Age wise classification of respondents

Age	No. of Respondents	Percentage
BELOW 20 YEARS	2	3.2%
21-30 YEARS	36	58%
31-40 YEARS	17	27.3%
41-50 YEARS	6	9.3%
Total	61	100%



Interpretation:

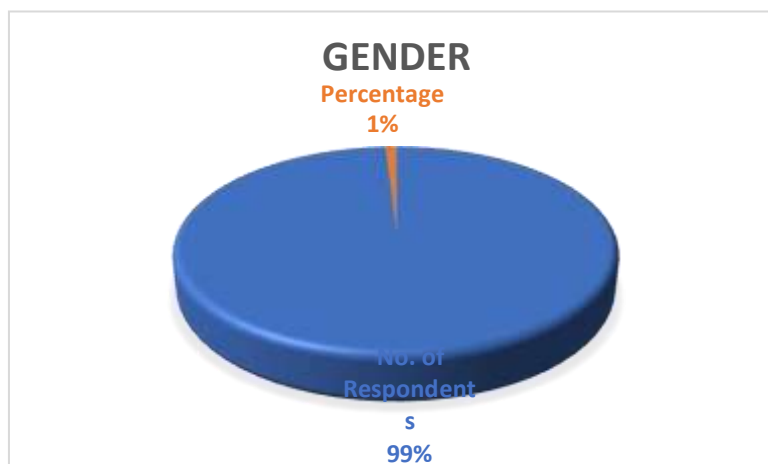
From the above table it is interpreted that 3% of respondents are belongs to age Category of below 20 years. 59% belongs to 21-30 years, 28% belongs to 31-40 And 10% belongs to above 41-60 years.

Inference:

Majority (59%) of the respondents are in the age of 21-30 years

Table No. 2: Gender wise classification of respondents

Gender	No. of Respondents	Percentage
Male	41	38%
Female	21	66.1%
Total	62	100%



Interpretation:

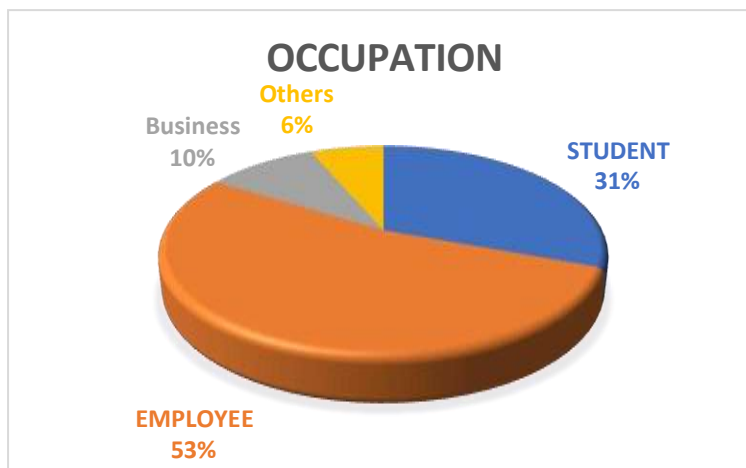
From the above table it is interpreted that 38% of respondents are belongs to Male And 62% of respondents are belongs to Female.

Inference:

Majority (62%) of the respondents are belongs to female.’

Table No. 3: Occupation wise classification of respondents

Occupation	No. of Respondents	Percentage
STUDENT	19	34.5%
EMPLOYEE	33	50.9%
Business	6	1.8%
Others	4	1.8%
Total	62	100%



Interpretation:

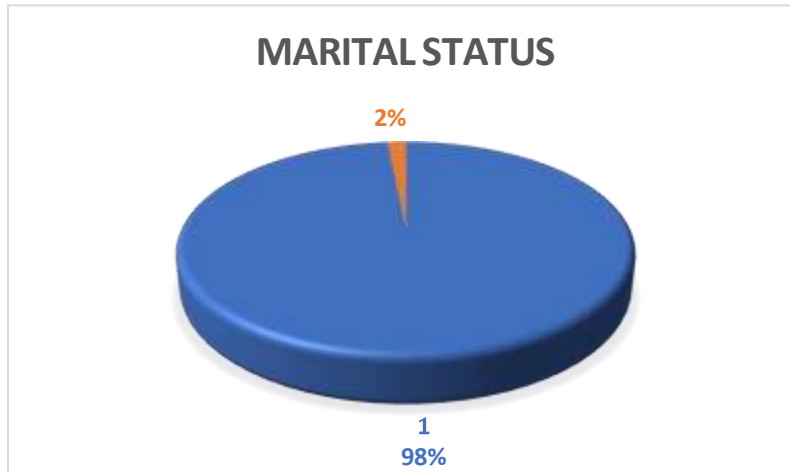
From the above table it is interpreted that 34.5% of respondents are belongs to Students, 50.9% belongs to employee, 6% belong to business , 1.8% belongs to Others. 1.8% belongs to business and 1.8% belongs to Entrepreneur.

Inference:

Majority (50.9%) of the respondents are belongs to Employee

Table No. 4: Marital Status wise classification of respondents

Marital Status	No. of Responden	Percentage
Married	25	40.3%
Unmarried	37	59.7%
Total	62	100%



Interpretation:

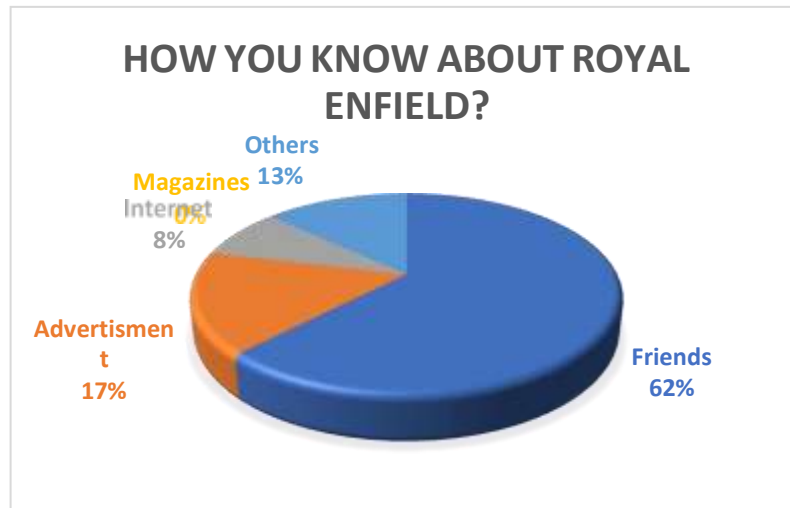
From the above table it is interpreted that 59.7% Unmarried and 40.3% Married

Inference:

Majority 59.7% of the respondents are belongs to Employee.

Table No. 5: How you Know about Royal Enfield?

How you Know about Royal Enfield?	No. of Responden	Percentage
Friends	38	62.3%
Advertisement	10	16.4%
Internet	5	8.2%
Magazines	0	0
Others	8	13.1%
Total	61	100%



Interpretation:

From the above table it is interpreted that 62.3% Friends, 16.4% Advertisement, 8.2% Internet 13.1% Others

Inference:

Majority 62.3% of the respondents are belongs to Friends.

Table No. 6: Which attribute of Royal Enfield has influenced you to buy the bike?

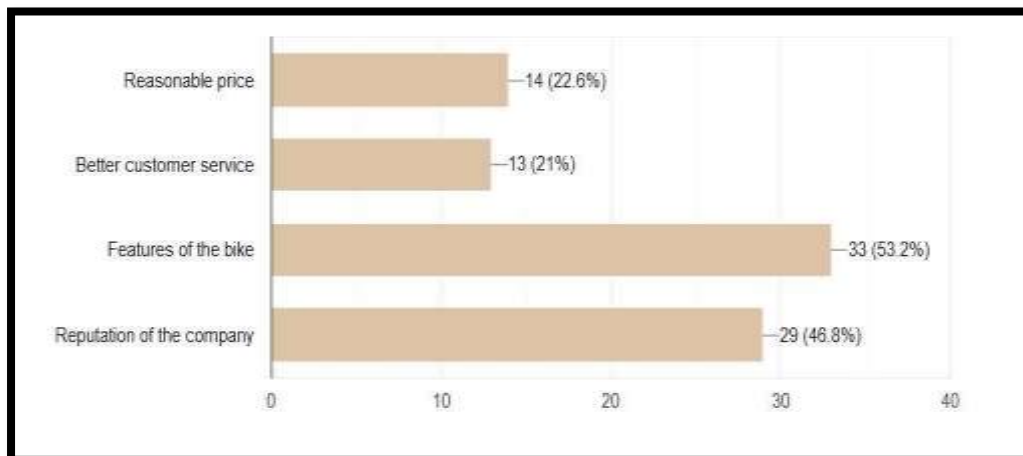


Table No. 7: Currently which Royal Enfield model are you presently own?

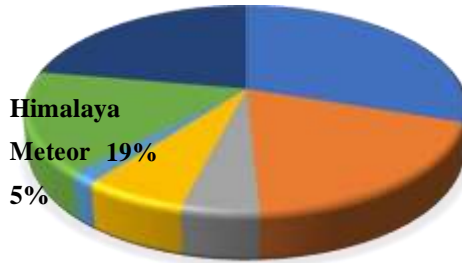
Currently which Royal Enfield model are you presently own?	No. of Respondents	Percentage
Classic	19	30.20%
Himalaya	12	19%
Meteor	3	4.80%
Interceptor	4	6.30%
Continental GT	1	1.60%
Bullet	10	15.9

none	14	22.20%
Total	63	100.00%

CURRENTLY WHICH ROYAL ENFIELD MODEL ARE YOU PRESENTLY OWN?

none
 22% Classic
 30%

Bullet 16%
 Continental
 GT
 Interceptor
 2% 6%
 5%



Interpretation:

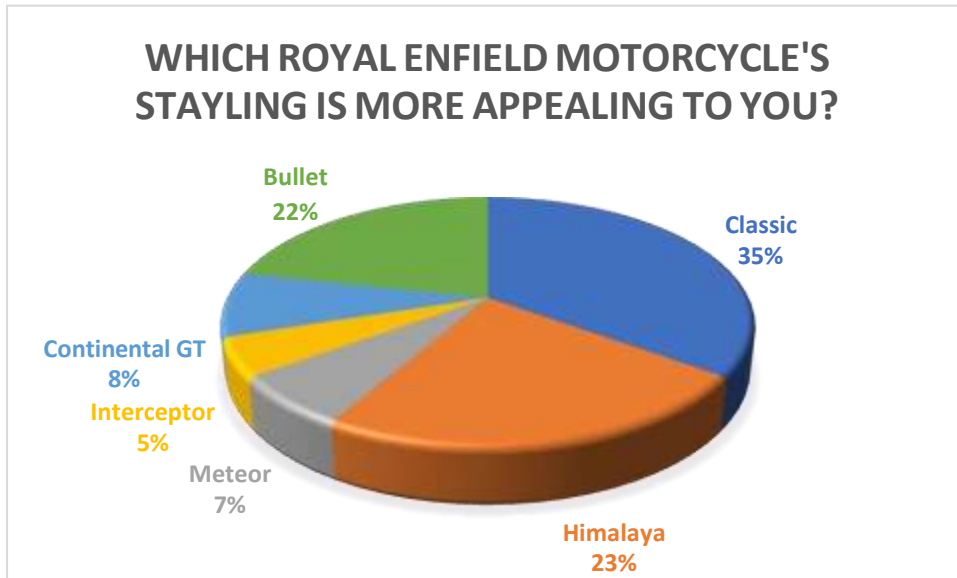
From the above table it is interpreted that 30.2% Classic, 19% Himalaya, 4.8% Meteor, 6.3% Interceptor, 1.6% Continental GT, 15.9% Bullet, 22.2% None.

Inference:

Majority 30.2% of the respondents are belongs to Classic.

Table No. 8: Which Royal Enfield Motorcycle's Stayling is More appealingto you?

Which Royal Enfield Motorcycle's Stayling is More appealing to you?	No. of Respondents	Percentage
Classic	21	35
Himalaya	14	23.3
Meteor	4	6.7
Interceptor	3	5
Continental GT	5	8.3
Bullet	13	21.7
Total	60	100.00%



Interpretation:

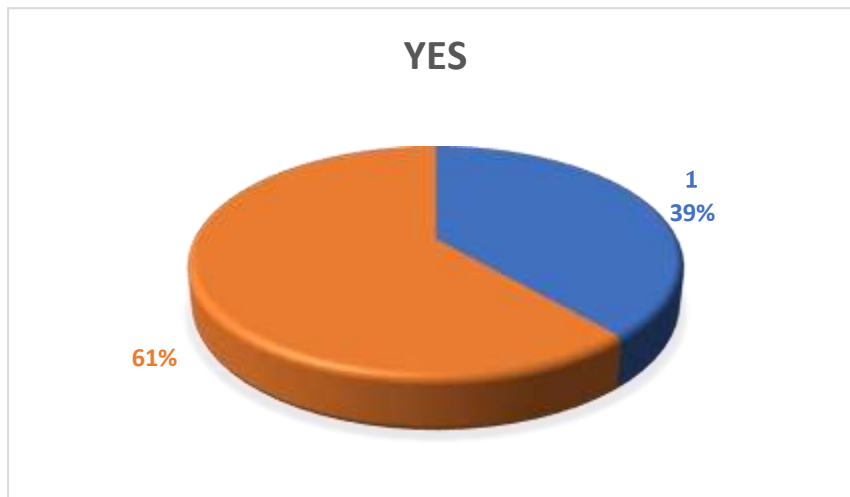
From the above table it is interpreted that 35% Classic, 23.3% Himalaya, 6.7% Meteor, 5% Interceptor, 8.3% Continental GT, 21.7% Bullet.

Inference:

Majority 35% of the respondents are belongs to Classic.

Table No. 9: Which Royal Enfield Motorcycle's Stayling is More appealing to you?

Does Royal En field Maintain Stability in its price	No. of Respondents	Percentage
Yes	50	79.4
No	13	20.6
Total	63	100.00%



Interpretation:

From the above table it is interpreted that 79.4% Yes and 20.6% No

Inference:

Majority 79.4% of the respondents are belongs to Yes.

Table No. 10: What problem do you face while riding?

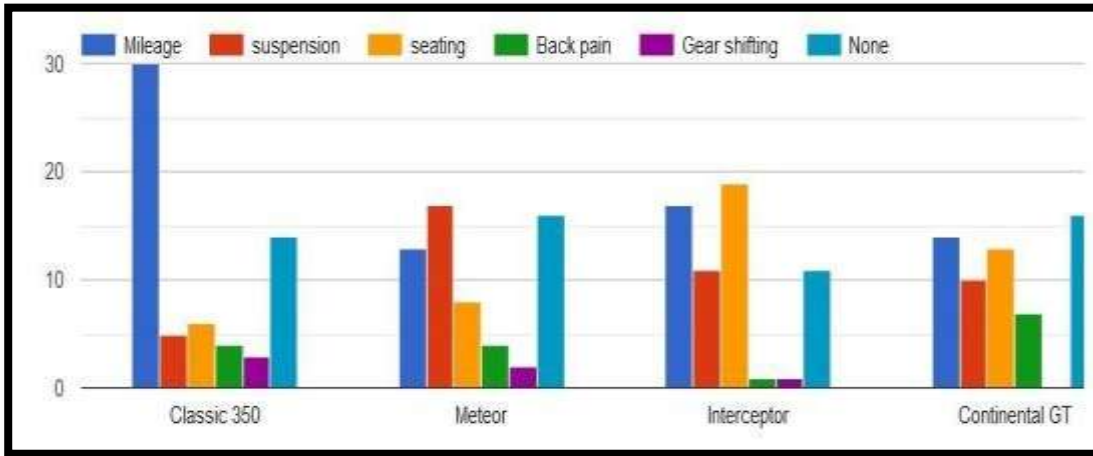
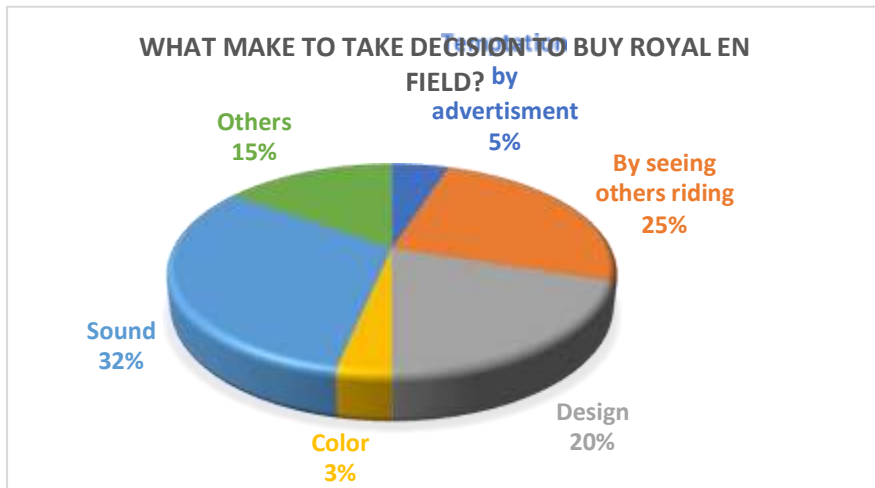


Table No. 11: What make to take decision to buy Royal En field?

What make to take decision to buy Royal En field?	No. of Respondents	Percentage
Temptation by advertisement	3	5%
By seeing others riding	15	25%
Design	12	20%
Color	2	3.3%
Sound	19	31.7%
Others	9	15.3%
Total	60	100.00%



Interpretation:

From the above table it is interpreted that 9% Temptation by advertisement, 25% By seeing others riding, 20% Design, 3.3% Colour, 31.7% Sound, Others 15.3% **Inference:**

Majority 31.7% of the respondents are belongs to Sound.

Table No. 12: Which model of royal en field bike is price worthy?

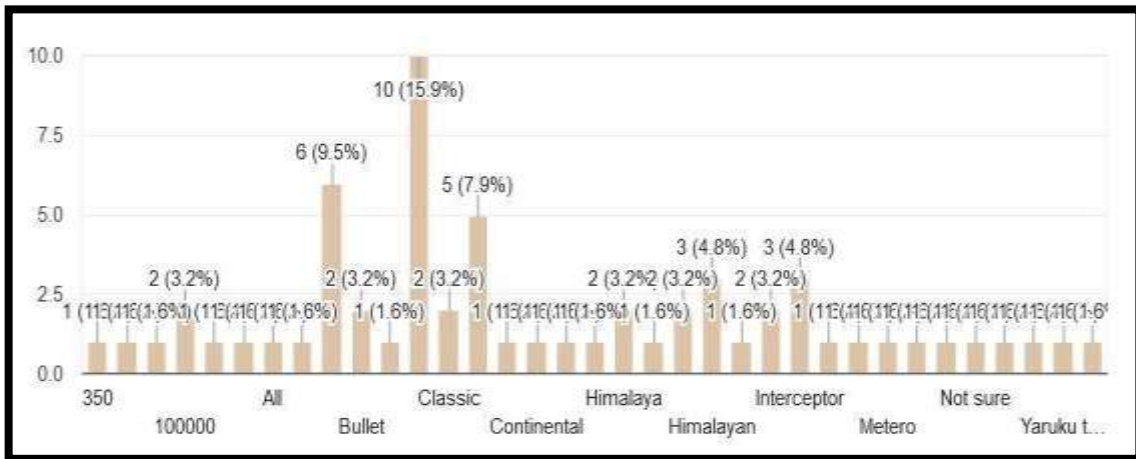


Table No. 13: How Satisfied You are?

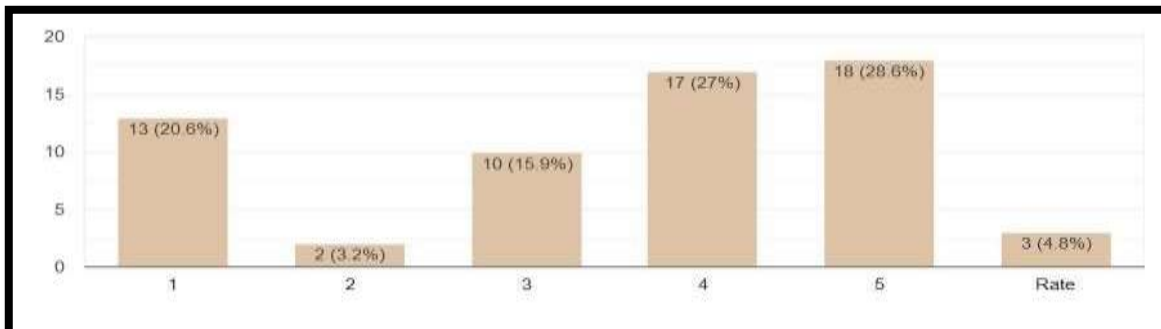


Table No. 14: How Was the Quality of The Bike?

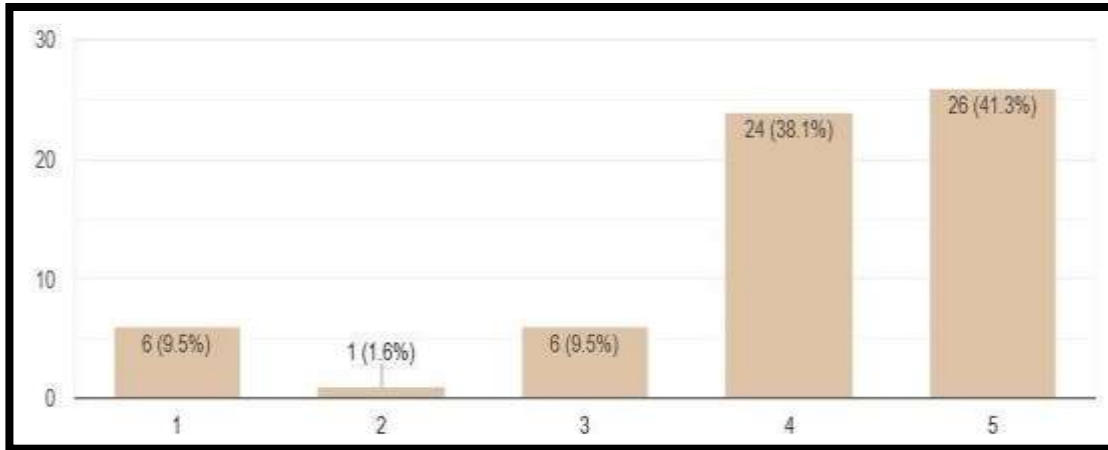


Table No. 15: How would You rate the performance of the Ride?

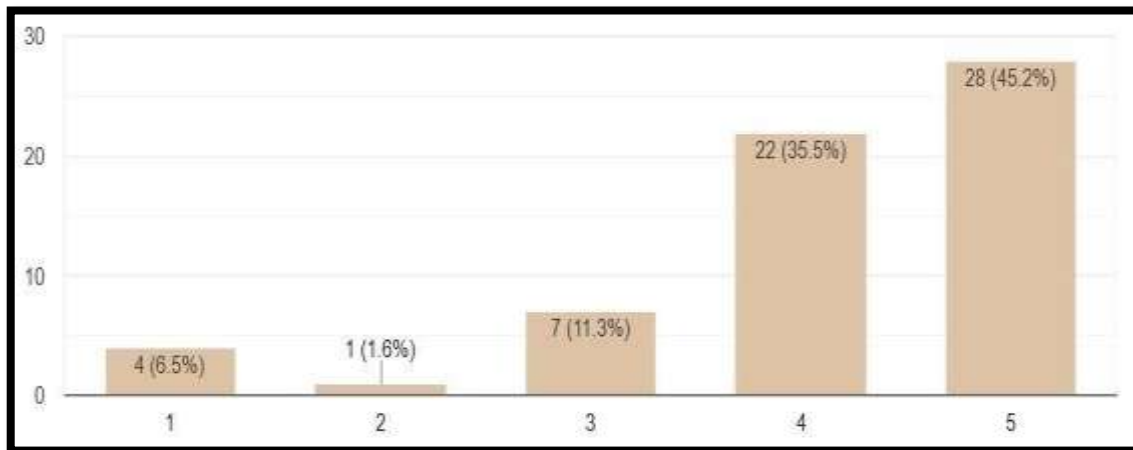
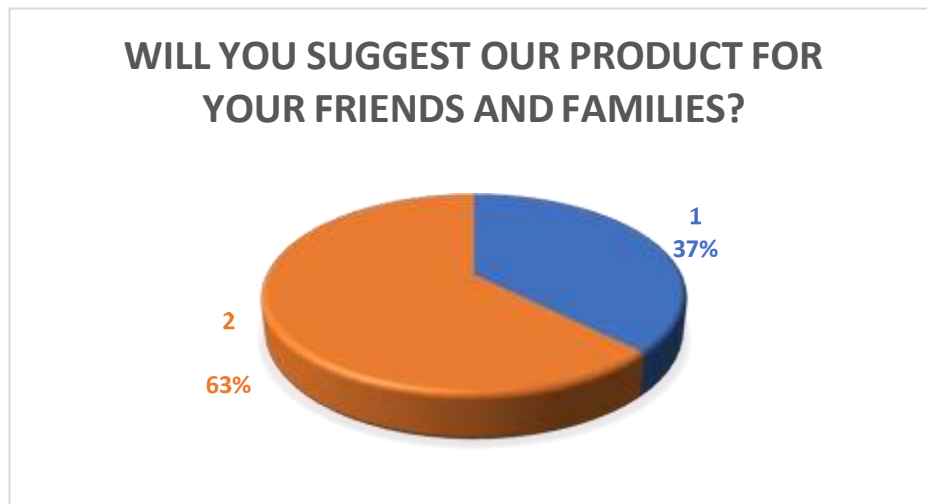


Table No. 16: Will You Suggest Our Product For your friends and Families?

Will You Suggest Our Product For your friends and Families?	No. of Respondents	Percentage
Yes	58	96.7
No	2	3.3
Total	60	100%



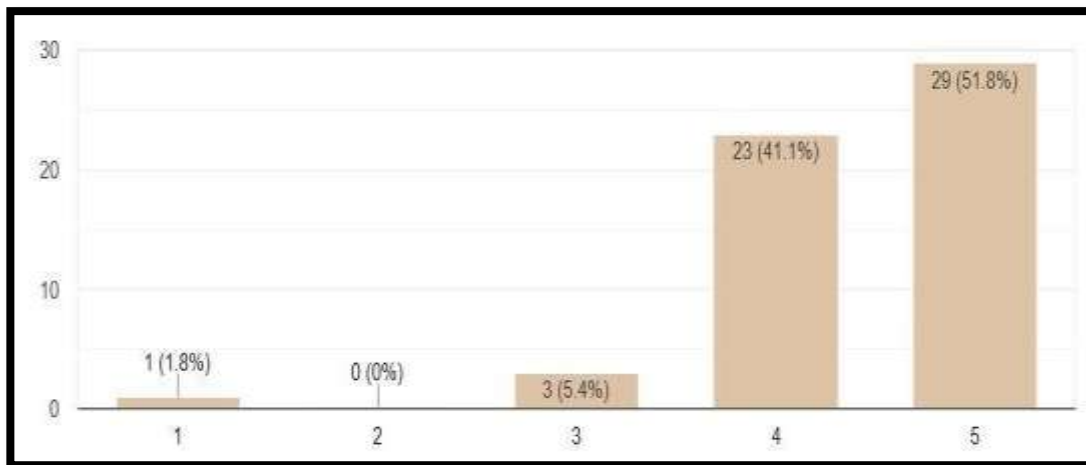
Interpretation:

From the above table it is interpreted that 96.7% Yes and 3.3% No

Inference:

Majority 96.7% of the respondents are belongs to Yes.

Table No. 17: Rate Royal En field Brand in the scale of 1 to 5



CHAI SQUIRE

The test is to find relationship between the income and attribute to buy
 The bike

HYPOTHESIS

NULL HYPOTHESIS (N0) : There is no significant Relationship Between mileage and Suspension

ALTERNATE HYPOTHESIS(N1) : There is significant Relationship Between mileage and Suspension

GET DATA
 /TYPE=XLSX

```

/FILE='D:\Praveen Hypothesis.xlsx'
/SHEET=name 'Sheet1'
/CELLRANGE=FULL
/READNAMES=ON
/DATATYPEMIN PERCENTAGE=95.0
/HIDDEN IGNORE= YES.
EXECUTE.
DATASET NAME DataSet1 WINDOW=FRONT.
CROSSTABS
/TABLES=AnnualIncome BY
WhichattributeofRoyalEnfieldhasinfluencedyoutobuythebike
/FORMAT=AVALUE TABLES
/STATISTICS=CHISQ
/CELLS=COUNT
    
```

/COUNT ROUND CELL.

Crosstabs
[DataSet1]

Case Processing Summary						
	Cases					
	Valid		Missing		Total	
	N	Percent	N	Percent	N	Percent
Annual Income * Which attribute of Royal Enfield has influenced you to buy the bike?	75	100.0%	0	0.0%	75	100.0%

Annual Income * Which attribute of Royal Enfield has influenced you to buy the bike? Crosstabulation

Count	Annual Income	Which attribute of Royal Enfield has influenced you to buy the bike?												Total
		Better customer service	Better customer service Features of the bike	Features of the bike	Features of the bike Reputation of the company	Reasonable price	Reasonable price Better customer service	Reasonable price Better customer service Features of the bike	Reasonable price Better customer service Reputation of the company	Reasonable price Features of the bike	Reasonable price Features of the bike Reputation of the company	Reputation of the company		
	20,000-40,000	1	1	3	1	1	0	0	1	3	1	3	2	12
	40,000-60,000	2	3	3	1	3	1	0	1	3	3	3	4	12
	Above 60,000	1	1	7	3	1	3	1	2	1	0	3	3	28
	Below 20,000	2	3	3	3	3	3	1	3	3	1	2	3	28
Total		6	7	21	7	8	7	2	7	11	7	9	28	75

Chi-Square Tests			
	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	32.286 ^a	33	.502
Likelihood Ratio	35.608	33	.347
N of Valid Cases	75		

a. 44 cells (91.7%) have expected count less than 5. The minimum expected count is .16.

V. CHAPTER 5 FINDINGS, SUGGESTIONS AND CONCLUSION

- Majority (59%) of the respondents are in the age of 21-30 years
- Majority (62%) of the respondents are belongs to female.
- Majority (50.9%) of the respondents are belongs to Employee
- Majority 59.7% of the respondents are belongs to Employee
- Majority 62.3% of the respondents are belongs to Friends
- Majority 30.2% of the respondents are belongs to Classic
- Majority 35% of the respondents are belongs to Classic

- Majority 79.4% of the respondents are belongs to Yes
- Majority 31.7% of the respondents are belongs to Sound
- Majority 96.7% of the respondents are belongs to Yes

VI. SUGGESTIONS

Royal Enfield should concentrate on building around the iconic status it already enjoys if it plans to attract customers migrating to other manufacturers. The showrooms employees need further training on manage high profile customers. Training in the areas of attitude, sales can be provided to make them more successful.

VII. CONCLUSION

The “users’ perception towards Royal Enfield” Further the results of path analysis show that there is influence of bike performance and after sale service on users’ perception. It is also found that there is influence of bike performance, after sale service and users’ perception on customers’ satisfaction. The findings also highlighted that employee consciousness does not influence on users’ perception. Hence, it is concluded that showrooms employees need further training on manage high profile customers. Training in the areas of attitude, sales can be provided to make them more successful.

REFERENCES

- [1]. <https://www.royalenfield.com/>
- [2]. [https://en.wikipedia.org/wiki/Royal_Enfield_\(India\)](https://en.wikipedia.org/wiki/Royal_Enfield_(India))
- [3]. <http://icmimk.blogspot.com/2016/07/short-survey-on-two-wheeler->
- [4]. <http://www.ibrnews.biz/2014/07/two-wheeler-output-to-touch-23-million.html>
- [5]. https://www.business-standard.com/article/companies/2-wheeler-industry-to-see-4-5-volume-growth-in-fy13-icra-113032900167_1.html
- [6]. <https://www.forbes.com/search/?q=ROYAL%20ENFIELD&sh=70f4174279f4>
- [7]. <http://euroasiapub.org/current.php?title=IJRFM>

APPENDIX – I

Consumer perception Towards Royal Enfield

“Jab Bullet Chale toh Duniya Raasta De” [When the bullet goes, give way to the world]

* Required

1. Name *

2. Age *

Mark only one oval.

- 18 to 20
 20 to 40
 40 Above

3. Gender *

Mark only one oval.

- Male
 Female

4. Occupation *

Mark only one oval.

- Student
 Employee
 Business
 Others

5. Marital Status *

Mark only one oval.

- Married
- Unmarried

6. Annual Income *

Mark only one oval.

- Below 30,000
- 30,000-60,000
- 60,000-90,000
- Above 90,000

7. How you Know about Royal Enfield?

Mark only one oval.

- Friends
- Advertisement
- Internet
- Magazines
- Others

8. Which attribute of Royal Enfield has influenced you to buy the bike?

Check all that apply.

- Reasonable price
- Better customer service
- Features of the bike
- Reputation of the company

9. Currently which Royal Enfield model are you presently own? *

Mark only one oval.

- Classic
- Himalaya
- Meteor
- Interceptor
- Continental GT
- Bullet
- none

10. Every Model Royal Enfield is suitable for long ride.

Mark only one oval.

- Agree
- strong Agree
- Disagree

11. Which Royal Enfield Motorcycle's Styling is More appealing to you? *

Mark only one oval.

- Classic
- Himalaya
- Meteor
- Interceptor
- Continental GT
- Bullet

12. Royal Enfield is good in city ride than off road

Mark only one oval.

- Agree
- Disagree
- Neutral
- Strong Agree
- Other: _____

13. The design of Classic is not well satisfied for riders

Mark only one oval.

- Agree
- Disagree
- strong Disagree
- Neutral

14. Compare to all models Meteor 350 is top in list

Mark only one oval.

- Agree
- Disagree
- Neutral
- Strong Disa

15. Does Royal En field Maintain Stability in its price *

Mark only one oval.

- Yes
- No

16. What problem do you face while riding? *

Mark only one oval per row.

	Mileage	suspension	seating	Back pain	Gear shifting	None
Classic 350	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Meteor	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Interceptor	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Continental GT	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Himalayan	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Bullet	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

17. What make to take decision to buy Royal En field?

Mark only one oval.

- Temptation by advertisement
- By seeing others riding
- Design
- Color
- Sound
- Other: _____

18. Which model of royal en field bike is price worthy? *

19. How Satisfied You are? *

Mark only one oval.

	1	2	3	4	5	
Satisfied	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	unsatisfied

20. How Was the Quality of The Bike?

Mark only one oval.

	1	2	3	4	5	
Good	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Very good

21. How would You rate the performance of the Ride?

Mark only one oval.

	1	2	3	4	5	
Good	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Very Good

22. What should we improve?

23. Will You Suggest Our Product For your friends and Families?

Mark only one oval.

Yes

No

24. If No Why?

25. Rate Royal En field Brand in the scale of 1 to 5

Mark only one oval.

	1	2	3	4	5	
Good	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Very Good

This content is neither created nor endorsed by Google.

Forms

ANNEXURE 2- ARTICLE A STUDY ON CUSTOMER PERCEPTION TOWARDS ROYAL ENFIELD

Mr.T. Praveen MBA,
School of Management studies, Sathyabama
Institute of science and technology Chennai, Tamil
Nadu, South India
Praveentamilvanan4007@gmail.com

DR. RANI MBA., M. Phil., Ph.D.,
Assistant Professor, Sathyabama Institute of
science and technology Chennai, Tamil Nadu,
South India
rani.soms@sathyabama.ac.in

ABSTRACT:

The customer perception is a marketing concept that encompasses a customer's impression, awareness and consciousness about a company or its offerings. Customer perception is typically affected by advertising, reviews, public relations, social media, personal experiences and other channels, customer perception plays a vital role in company's ability to attract new customers and to retain existing customers.

I. INTRODUCTION

Royal Enfield Bike was the oldest Motor cycle in India which is still in market. The Royal Enfield Bikes are licensed from the Madras Motors in Chennai. Royal Enfield collaborated with the Eicher Group, an automotive company in India, and merged with it in 1994. Eicher Group manufactured the Royal Enfield Bullet and single cylinder motorcycles. The first bike was manufactured in 1901 has passed more than 75 years production. The Eicher started producing several models in India such as Royal Enfield classic 350, Royal Enfield Bullet 350, Royal Enfield Thunderbird 350x, Royal Enfield Himalayan, Royal Enfield Bullet 500, Royal Enfield classic 500, Royal Enfield thunderbird 350, Royal Enfield thunderbird 500x Royal Enfield thunderbird 500, Royal Enfield continental GT 650, Royal Enfield Interceptor 650.

II. REVIEW OF LITERATURE

1. **Mrs. R. Kanaka Rathinam** (2013) Publisher: -ISR journals and publications The article provides detailed information about the preference of customer towards Royal Enfield bikes. In this article the author has mentioned how preference is influenced by culture, social, personal and psychological factors lastly with help of questionnaire

method it was found that Royal Enfield is chosen by most of customers because of appearance, performance, and design.

2. **Ms. Ameer Asra Ahmed** (2013) Publisher: - IJBARR Publications This article has given information about both perception and satisfaction towards Royal Enfield bikes. The Royal Enfield bikes are most preferred by middle aged and younger generation dominated by male. Their perception towards bike is muscularity, strong performance, mileage, and status. It is available everywhere and its parts are available everywhere. So Royal Enfield is preferred more and chosen more than other bikes.
- **Mrs. G. Murali Manokari** (2013) Publisher: - ISR Journals and Publications Findings from the study of this literature of research shows how much customer prefers and their satisfaction level towards various aspects which are mostly influenced by socio-cultural, psychological & personal factors. Customers of Royal Enfield convey, that in order to capture the market, the manufacturers have to give the best combination of looks, quality, cost efficiency good features, safety, and performance. This reason has also proved to be the reason behind the decade's long history of the Company
- **Sr. Sony Mariya** (September 2018) Publisher: - IJCMR This study has shown about the preference of Royal Enfield bikes. It was found that the ultimate users of these bikes are students who want to maintain image and also to be comfortable. Also, it is found that Sound (imp. thing for bullets) is lower than old models so they have to maintain quality models. It is the most preferred bike in India and also it has many loyal customers especially young generations. So, we can say perception of customer on purchase of Royal Enfield bikes is good or we can say excellent.

III. INDUSTRY PROFILE

The Enfield Cycle Company made motorcycles, bicycles, lawnmowers and stationary engines under the name Royal Enfield out of its works based at Redditch, Worcestershire. The legacy of weapons manufacture is reflected in the logo comprising the cannon, and the motto "Made like a gun". Use of the brand name Royal Enfield was licensed by the Crown in 1890. In 1909 Royal Enfield surprised the motorcycling world by introducing a small Motorcycle with a 2 ¼ HP V

twin Motosacoche engine of Swiss origin. In 1911 the next model was powered by a 2 ¾ HP engine and boasted of the well known Enfield 2-speed gear. In 1912 came the JAP 6 HP 770 CC V twin with a sidecar combination.

It was this motorcycle which made Enfield a household name. 1914 saw the 3HP motorcycles thistime with Enfield’s own engine which now had the standardised Enfield paint scheme of black enameledparts and green tank with gold trim.

IV. OBJECTIVES

PRIMARY OBJECTIVE:

To study the Consumer perception towards the Royal Enfieldbikes

SECONDARY OBJECTIVE:

- To study the preference of customers on different varieties of Royal EnfieldBikes.
- To study consumer expectations in respect toRoyal Enfield Bikes

V. NEED FOR THE STUDY

The study helps in knowing the awareness and satisfaction and also the perception of consumers towards Royal Enfield. It also help to analyze the deler’s attitude towards The service and benefits rendered by the company. This study also help the graduates and the researchers who would like to increase their knowledge on the subject which might be of help in the future while looking for works.

VI. SCOPE OF THE STUDY

The scope of the study is to find out the customer Perception towards RoyalBikes. The study covers the different aspects of customer Perceptions.

VII. RESEARCH METHODOLOGY

As the problem is well known which focuses on procurement of in- depth knowledge and the facts will be used to analyse and evaluate the data. So, the research would be descriptive as well as analyticalin nature.

SOURCES OF DATA:

Primary data- Questionnaire given with 85

respondents. Secondary data- Websites and online journals, Published reports and review of literature from published article.

STRUCTURE OF QUESTIONNAIRE:

Questionnaire was divided into two sections. First part was designed to know general information aboutrespondents and the second part contained the respondents opinion about Lifts and Escalators.

Basic introductionPersonal details
 Research related question Perception questions
 Likert scaling Questions Suggestions question
 Sample size: 85
 Period of study – 1month
 Location and targeted people of study: Chennai and youngemployees

VIII. HYPOTHESIS

HYPOTHESIS H1

Null hypothesis (H0): There is no significant relationship between Financial literacy and variables financial behaviour, financial attitude and financial knowledge.

Alternate hypothesis(H1): There is significant relationship betweenfinancial literacy and variables financial behaviour, financial attitude and financial knowledge.

HYPOTHESIS H2:

Null hypothesis(H0): There is no significant relationship between demographic characteristics and financial literacy

Alternate hypothesis(H2): There is significant relationship between demographic characteristics and financial literacy.

Chi-square test

A chi-square test Is a hypothesis testing method. Two common chi-square test involve in checking if observed frequencies in one or more categories match expected frequencies.

ONE WAY ANNOVA:

One way ANNOVA (“analysis of variance”) compares the means of two or more independent groups in order to determine whether there is statistical population means are significantly different.

One-way ANNOVA is a parametric test.

IX. DATA ANALYSIS

Age	No. of Respondents	Percentag e

BELOW 20YEARS	2	3.2 %
21-30 YEARS	36	58 %
31-40 YEARS	17	27. 3%
41-50 YEARS	6	9.3 %
Total	61	100 %

Interpretation:

From the above table it is interpreted that 3% of respondents are belongs to ageCategory of below 20 years. 59% belongs to 21-30 years, 28% belongs to 31-40And 10% belongs to above 41-60 years.

Inference:

Majority (59%) of the respondents are in the age of 21-30years

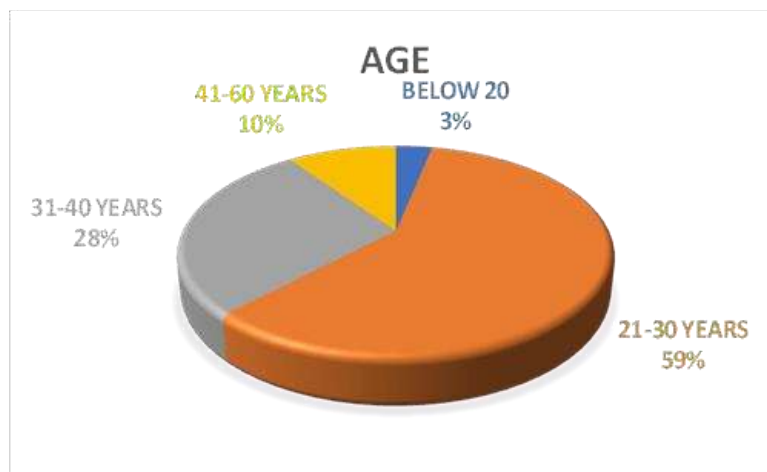


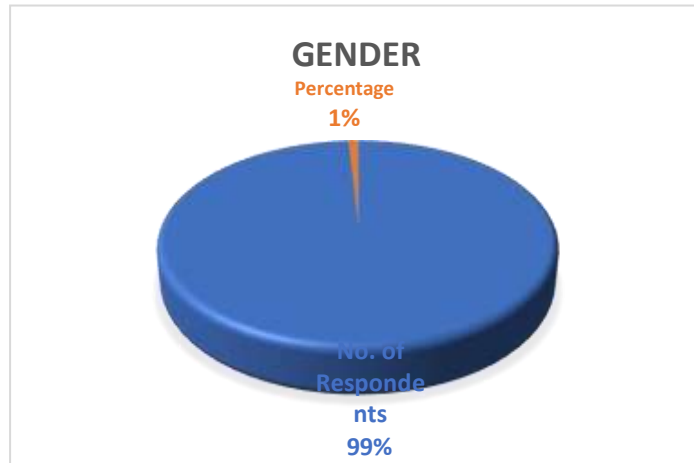
Table 2

Gender	No. of Respondents	Percentage
Male	41	38%
Female	21	66.1 %
Total	62	100 %

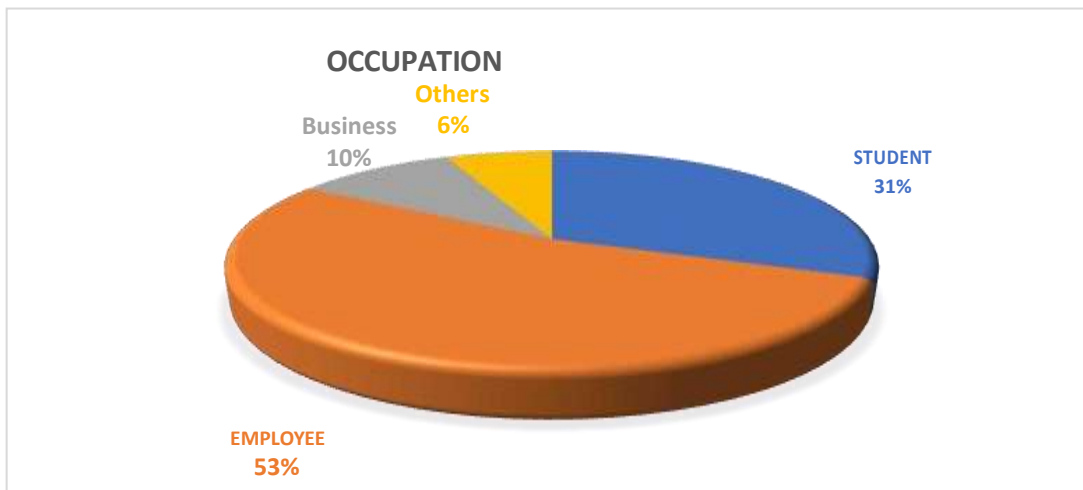
Interpretation:

From the above table it is interpreted that 38% of respondents are belongs to MaleAnd 62% of respondents are belongs to Female.

Inference: Majority (62%) of the respondents are belongs to female



Occupation	Respondents	Percentage
STUDENT	19	34.5%
EMPLOYEE	33	50.9%
Business	6	1.8%
Others	4	1.8%
Total	62	100%



Interpretation:

From the above table it is interpreted that 34.5% of respondents are belongs to Students, 50.9% belongs to employee, 6% belong to business , 1.8% belongs to Others. 1.8% belongs to business and 1.8% belongs to Entrepreneur.

Inference: Majority (50.9%) of the respondents are belongs to Employee.

SPSS Tool

Crosstabs

Case Processing Summary	
	Cases

	Valid		Missing		Total	
	N	Percent	N	Percent	N	Percent
Annual Income * Which attribute of Royal Enfield has influenced you to buy the bike?	75	100.0%	0	0.0%	75	100.0%



Chi-Square Tests			
	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	32.286 ^a	33	.502
Likelihood Ratio	35.608	33	.347
N of Valid Cases	75		

a. 44 cells (91.7%) have expected count less than 5. The minimum expected count is .16.

CONCLUSION

The A STUDY ON AFTER SALE ON JOHNSON LIFTS AND ESCALATORS the results of path analysis show that there is influence of Lifts performance and after saleservice on users' perception. It is also found that there is influence of Lifts and Escalator performance, after sale service of Johnson lifts and escalators. The findings alsohighlighted that employee consciousness does not influence on after sale service. Hence, it is concluded that Company employees need further training on manage high profile customers. Training in the areas of attitude, sales can be provided to make them more successful.

REFERENCE

- ❖ <https://www.johnsonliftsltd.com/>
- ❖ <https://www.nap.edu/read/21940/chapter/4>
- ❖ <https://www.nap.edu/read/25899/chapter/4#6>
- ❖ <https://onlinelibrary.wiley.com/doi/pdf/10.1002/9780470949818.app1>
- ❖ <https://nvlpubs.nist.gov/nistpubs/Legacy/IR/nistir6973.pdf>
- ❖ <http://www.ijastems.org/wp-content/uploads/2016/09/2.Design-And-Analysis-of-Escalator-Frame.pdf>
- ❖ <https://prizedwriting.ucdavis.edu/hydraulic-lift-review>