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**A Study on Customer Perception of Himalayan Motorcycle of Royal
Enfield After Relaunch****Pavan S* and Dr. Geevarathana****

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Abstract

Royal Enfield is an automobile company that deals in manufacturing of motorcycles. Royal Enfield first sold its bike in 1949 in India, in 1955 India's own manufacturing unit started. In 1955, Redditch company and Madras Motors came together and formed Enfield India. Presently Royal Enfield company is a subsidiary of Eicher. The main significance of the study is to understand the consumer perception attributes towards Himalayan motorcycle. To understand the area covered by Himalayan motorcycle and also to find out the new demand for the motorcycle after the relaunch. This study looks at consists of consumer's reaction and recognition to Himalayan motorbike, of Royal Enfield. The effects are restrained by way of the sample size 100 numbers and therefore the opinion of simplest selected customers is considered. Especially, this take a look at has restricted scope simplest interior Bangalore. This research paper tends to find out that most of the respondents are least interested in buying Himalayan Bike. Reasons are high Maintenance Cost and High Price of Himalayan Motorcycle. The royal Enfield advertisement has to be still stronger to promote the Himalayan motorcycle to the people.

Keywords: Customer satisfaction, Customer perception, Royal Enfield advertisement, Purchase decision.

Introduction

Royal Enfield is a automobile company that deals in manufacturing of motorcycles. Apart from manufacturing motorcycles, it also produces lawnmowers, stationery engines and rifles. With the company motto "Made like Gun", it reflects its weapon making Legacy. Royal Enfield produced its first bike in 1890 in Redditch, Worcestershire, England (Armstrong &

Hannam, 1982). In India it is headquartered in Chennai. Albert Eadie and Robert Walker Smith are the founders of Enfield Manufacturing Company Limited. Royal Enfield first sold its bike in 1949 in India, in 1955 India's own manufacturing unit started. In 1955, Redditch company and Madras Motors came together and formed Enfield India. Presently Royal Enfield company is a subsidiary of Eicher

(Damodaran, 2018). The CEO of Royal Enfield India is Siddhartha Lal. Royal Enfield is the most trusted bike for more than 6 decades. Government of India ordered 800 350cc bullet models. Illustrious Enfield one of the predominant brand and most offering bike in India and outside India (USA, Europe, Australia et cetera). Regal Enfield cruisers had been sold in India from 1949. In 1955, the Indian government hunt down a sensible bicycle for its police and outfitted compel, for use viewing the country's edge (Davis, 2017). To the degree the cruiser mark goes, be that as it may, without a doubt Royal Enfield is the brand to cross three centuries, and up 'til now going, with unending era. Item extend has augmented and the client has created.

Need for the Study

The main significance of the study is to understand the consumer perception attributes towards Himalayan motorcycle. To understand the area covered by Himalayan motorcycle and also to find out the new demand for the motorcycle after the relaunch. To know the customer satisfaction towards the motorcycle after the relaunch.

Literature Review

Koti, Delli Kumar.; Prasad, P. Balaji (2016) analysed consumers 'awareness, preferences and purchase decision of two

wheelers in Rayalaseema region cities like Tirupati, Anantapur, Kadapa and Karnool. Likewise, the study intends to look at the influence of regions on consumer's perception on their preference, attitude, decision making and satisfaction. The finding uncovers that the perception of consumers towards the two wheeler purchase decision differ widely. The researcher finds that "region" effect is an in substantial factor in two wheeler users' evaluation (Ferrando et al., 2000). Other factors such as promotional schemes, Performance, utilitarian advantages, personal factors and value added benefits were perceived by consumers in four cities as more essential than regions. The finding that the impression of shoppers towards the bike buy choice contrast broadly. The analyst finds that "area" impact is an in generous figure bike clients' assessment. Different variables, for example, special plans, Performance, utilitarian advantages, individual elements and esteem included were seen by purchasers in four urban areas as more than locales. Harvinder Singh et al. (2016) analysed showcasing choices taken by Royal Enfield Motors Ltd for its mainstream cruiser mark Enfield. Beginning from the beginning of the brand and the organization, this case thinks the phase when it confronted the predicament of whether to shutdown, auction or restore

the business (Savitz, 2013). The circumstance was the result of negative ecological strengths and improper systems received by the organization. This venture takes note of how the organization developed its showcasing blend to restore the brand.

Royal Enfield Himalayan Motorcycle was given promotion and advertisement importance than other bikes. When the bike was launched, the customers had to go through problems and was recalled and relaunched again with the corrections (Rosen, 2002). After relaunch, the sales are not up to the expectations. So this study tries to aim the customer perception towards the bike after relaunch.

Scope of the Research

This study looks at consists of consumer's reaction and recognition to Himalayan motorbike, of Royal Enfield. The effects are restrained by way of the sample size 100 numbers and therefore the opinion of simplest selected customers is considered. especially this take a look at has restricted scope simplest interior Bangalore.

Objectives

1. To find out the brand awareness of different models of Royal Enfield.
2. To know consumer perception attributes towards Himalayan Motorcycle.

3. To know about the consumer awareness about the promotional strategy adopted by Royal Enfield for Himalayan Motorcycle.

4. To find out the current and future demand for the Himalayan motorcycle after the relaunch.

Research Methodology

Descriptive research design is used for the study. Using this research design researcher can know more about the problem being studied and new idea can be generated. Structured Questionnaire has been used and discussed personally with the respondents to get their response. The secondary data sources are referred from books, website etc. A sample size of 100 has been chosen for the study. The sampling done from Potential customers, students and professionals using convenient sampling. The questionnaire was framed based on the objective of the project. This questionnaire was distributed to the owners of owners of the Royal Enfield and Potential customer of Royal Enfield for the data collection. Data was collected from the students and professionals were analyzed using Percentage Analysis and chi square.

Data Analysis and Interpretation

Records inference can be described as "the application of the statistical processes to analyze specific discovered or assumed facts from a specific study". Inference is the system with the aid of which that means

is connected to the information. Inference is a creative corporation that depends at the perception and creativeness of the researcher, irrespective of whether or not he/she is a qualitative analyst operating closely with wealthy extensive interview transcript or 'thick description' based upon excessive remark or at the alternative extreme, a quantitative researcher wearing out a complicated multivariate statistical analysis of a big records set. Out of 100 respondents 98 are male and 2 respondents are female. It is clear that most of the people interested in Royal Enfield are Men because of the manly look which the bike gives. It can be inferred that majority of the respondents are male.

Profile of Respondents Based on Occupation

The above graph shows that student s are the most respondent 42, government official with 5, self employed 11, professional 31, and others 1. It can be inferred that majority of the respondents are students.

Out of 100 respondents 16 are married and 84 are unmarried. From the above analysis it is inferred that most of the respondent are unmarried. It can be inferred that majority of the respondents are unmarried.

From the above data it is analyzed that out of 100 respondents 71 of the respondent's annual income is less than 3lakhs, 21 of the

respondent annual income falls is between 3 to 6 lakhs, 5 of respondents fall under 6lakhs to 9lakhs, and 3 of respondent fall under 9lakhs and above. It can be inferred that majority of the respondents fall under the category of less than 3 lakhs.

Model of Royal Enfield Respondent: Awareness

From the above data it is analyzed that out of 100 respondent 13.42% of the respondent are aware of all the Royal Enfield bikes, 34.89% are aware of classic, 5.36% are aware of Electra, 14.43% of the total respondent are aware of thunder bird, 9.39% are will know with bullet, 9.39 % know Himalayan, 2.01% are aware of chrome, continental GT is known by 8.05 % of the total, 2.01 % respondent are aware of desert storm. In short majority of the respondents are aware of Royal Enfield Classic.

Model on Top of Mind of the Respondent

From the above data it can inferred that classic is on top of the mind with 52 of respondents, Electra is on top of mind of 5 of respondent, thunderbird in on top of mind for 14 of respondent, bullet is on top mind of 9, Himalayan is on top of mind of 11, continental GT is on top of mind of 4 of respondents, and desert storm for 5.

We can clearly know that majority of the respondents top of mind bike is Royal Enfield Classic (52)

Sources of Awareness of Royal Enfield Models

Out of 100 respondents we can get to know that product awareness for royal Enfield bikes are by news paper is 6, 3 of the respondent know Royal Enfield bikes through face book, magazine is 6, friends and relatives is 70, and product knowledge from other sources is 18.

It is inferred that majority of the respondents are of the products of Royal Enfield through friends and relatives.

Respondents Who Own a Royal Enfield Bike

From the above data it can be analyzed that out of 100 respondents 41 of the respondent own Royal Enfield bike and 59 don't own bike. Majority of the respondent don't own any of the Royal Enfield Bike.

Model of Bullet the Respondents Owning

From the above data it is understood that 9.15 of respondent are owning bullet 350, 3.6 of the respondents are owning bullet 500, 9.1 of the respondent are owning Electra, none are owning Electra x and classic 500, 12.7 are owning thunderbird 350, 38.2 of the respondent are owning classic 350, 3.6 of the respondents classic chrome, desert storm, continental GT, and Himalayan respectively. It is inferred that

majority of the respondent own Royal Enfield Classic 350.

Main Purpose of Using the Bike

Out of 100 respondents 66 use bike for long drive, 33 respondents use it for city rides, 29 respondent use bike for touring, 28 respondents for office rides and 33 respondents use for college. It can be inferred that majority of respondent use bike for long drives.

Attributes of a Bike Which Respondents are Looking For

From the above data it is analyzed that 48 of respondents strongly agree, 38 agree, 10 neither agree nor disagree, 3 disagree and 1 strongly disagree that they look for in a bike while purchasing. 51 of respondent strongly agree, 32 agree, 12 neither agree nor disagree, 3 disagree, and 2 strongly disagree that they look out for mileage while purchasing a bike. 69 of the respondent strongly agree, 26 agree, 4 neither agree nor disagree and 1 strongly disagree that comfort is what they look for while buying a bike. 59 of the respondents strongly agree, 28 agree, 11 neither nor disagree, 1 disagree and 1 strongly disagree that they look for pick up while buying of bike. 48 of the respondents strongly agree, 36 agree, 15 neither nor disagree, 0 disagree and 1 strongly disagree that they look for appeal while buying of a bike. The respondents look out for comfort

in first place, second are pick up and third is mileage and fourth is price and appeal.

Frequency of Respondents Going for a Long Trip

From the above data it can be analyzed that 8 of the respondent go for long drive weekly once, 22 of respondents go monthly once, 14 respondents go monthly twice on long trips, 26 of respondents go on 2 months once long trip, 17 of respondents go on long trip 6 months once, 6 respondents go yearly once, and 7 respondents don't go on any long trip on bikes. It can be inferred that majority of the respondents go 2 months once on long trips.

Consumer Awareness on Himalayan Motor Cycle.

From the above data we can find out that 85% of the respondents are aware of Himalayan motorcycle and 15% respondents are not aware of Himalayan Motorcycle.

Inferred that majority of the respondents are aware of Himalayan Motorcycle.

Satisfaction of Royal Enfield Himalayan Motorcycle and Expectations

From the data it can be analyzed that 7 of the respondents fully satisfied perception, 18 have satisfied perception, 35 have neutral perception, 22 dissatisfied perception and 18 have fully dissatisfied perception towards Himalayan Motorcycle.

From the above data it can be inferred that

majority of respondents have mixed or neutral feeling towards Himalayan Motorcycle.

Perception of Features With Respect to Himalayan Motorcycle:

From the above data it can be analyzed that 16 of the respondents say excellent, 41 good, 37 say average, 5 say below average and 1 are not satisfied with the ignition of Himalayan Motorcycle. 23 of the respondents say excellent, 37 good, 35 say average, 4 say below average and 1 are not satisfied with the pickup of Himalayan Motorcycle. 21 of the respondents say excellent, 39 good, 31 say average, 8 say below average and 1 are not satisfied with the breaking of Himalayan Motorcycle. 9 of the respondents say excellent, 36 good, 43 say average, 9 say below average and 3 are not satisfied with the fuel efficiency of Himalayan Motorcycle. 27 of the respondents say excellent, 35 good, 29 say average, 6 say below average and 6 are not satisfied with the appeal of Himalayan Motorcycle.

From the above data majority for the respondents have good perception towards Himalayan motorcycle.

Number of Respondents Who Have Taken a Test Ride of Royal Enfield of Himalayan Bike in Any Showroom.

From the above data we can see that only 43 of the respondents have taken a test ride

and 57 of the respondents have not taken test ride of Royal Enfield. We can infer from the above data is that majority of the respondents have not taken test drive of Himalayan Motorcycle.

Respondents Awareness of Royal Enfield Club

Out of 100 respondents 67 of respondents are aware of Royal Enfield club and 33 are not aware. It is inferred that majority of the respondents are aware of Royal Enfield club.

From the above data it can be analyzed that out of the aware respondents only 10.3 of the respondents are members. It can be inferred that majority of the respondents are not the member of Royal Enfield Club. Out of the 93 respondents for this question, 15.1 of the respondents want to become a part of the Royal Enfield Club, 16.1 respondents do not want to be a member, and 68.8 of respondents maybe like to become the a member of Royal Enfield club. It can be inferred that majority of the respondents may be want to be a part of the club.

From the above data it can be analyzed that 40 of the respondents are aware and 60 of the respondents are not aware of club initiations for Himalayan Motorcycle. It is inferred that majority of the respondents are not aware of the club Initiation for Himalayan Motorcycle.

Respondents Opinion /Perception Towards Club Initiates

From the above data it is analyzed that 82 of the respondents feel that club initiation use for long drive and club initiation is no use of long drives for 18 of the respondent. From the above data it is analyzed that 49 of the respondents feel that club initiation use for promotional activities and club initiation is no use for 51 of the respondent. From the above data it is analyzed that 40 of the respondents feel that club initiation use for advice on buying and club initiation is no use for 60 of the respondent. It is analyzed that 46 of the respondents feel that club initiation use for advice on mechanic and service stations and club initiation is no use for 54 of the respondent. It can be inferred that majority agree club initiation helps in long ride, majority agree club initiation is for promotions, majority don't feel that club initiation helps in buying Himalayan motorcycle, and majority don't feel that club initiation helps in finding a good mechanic and service station.

Response of Club Initiatives Help in Deciding and Buying of Himalayan Bike

Out of 100 respondents 7 respondents feel that club initiation helps in deciding and buying of Himalayan motorcycle, 39 respondents fell no, and 54 of the respondents feel maybe. It is inferred that

majority of the respondents feel maybe the club initiation helps in buying of Royal Enfield Himalayan.

From above data it is clearly shown that 81 of the respondents have visited Royal Enfield showroom where 19 respondents have not visited. From the above analysis it can be inferred that majority of the respondents have visited Royal Enfield showroom. From the above data 17 respondents were fully satisfied, 23 satisfied, 36 neutral, 15 dissatisfied and 9 fully Dissatisfied towards sales executive regarding Himalayan Bike. It can be inferred that majority of the respondents were neither satisfied nor dissatisfied or neutral with the sales executive regarding Himalayan bike.

From the above data it can be analyzed that 60 of the respondents have watched Himalayan ad over internet and 40 of the respondents have not seen. It can be inferred that majority respondents have watched the Himalayan ads.

Major Barriers While Purchasing Himalayan Bike

From the above data it can be found that, 25 respondents feel low mileage, 36 respondents feel poor promotions, 66 respondents feel high maintenance and 42 respondents feel high price is the main barrier in not buying Royal Enfield Himalayan Bike. It can be inferred from the

above data that majority feel that high maintenance is the barrier in purchasing Himalayan bike

Most Required Feature/ Opinion While Purchase of a Bike

From the above data it can be analyzed that 52 respondents have ranked 1, 28 have ranked 2, 10 have ranked 3 and 6 ranked 4 for price as most required feature while purchasing a bike. From the above data it can be analyzed that 29 respondents have ranked 1, 42 have ranked 2, 15 have ranked 3 and 9 ranked 4 for style and power as most required feature while purchasing a bike. 32 respondents have ranked 1, 17 have ranked 2, 49 have ranked 3 and 9 ranked 4 for fuel efficiency as most required feature while purchasing a bike. 20 respondents have ranked 1, 20 have ranked 2, 8 have ranked 3 and 45 ranked 4 for resale value as most required feature while purchasing a bike. It can also be inferred that majority of the respondents have ranked price as 1st, style and power as 2nd, fuel efficiency as 3rd, and resale value as 4th.

Limitations of the Study

This research is limited to only 2 wheeler industry in India. This research is limited to only Bangalore region, hence the result cannot be adapted to other places. Sample size is restricted to only 100. Findings are based on sample survey. Finding is

completely based on convenience sampling. The data executed by respondents could conceivably be genuine. However the sum total of what conceivable has been made to gather the data as legitimately as could reasonably be expected.

Suggestions and Recommendations

Majority of the respondents are below average annual income, reducing of the price of Royal Enfield bikes will help in attract new customers, as majority of the customers don't own any Royal Enfield bike. Marketing communication should focus on satisfying the need of comfort and pick up in Himalayan Motorcycle. The company should work on creating a good awareness of the Himalayan Motorcycle, like, increasing in sales promotion. As the respondent have neutral feeling of Himalayan motorcycle, the company needs to focus on what the customer needs or what the customer is looking for in a bike. Club initiation makes the respondent buy the bike, there should be frequent events happening so to increase the sales. The major barrier for buying Himalayan bike is high maintenance cost, the company should look over to reduce maintenance cost. As majority of the respondent even after being aware of Himalayan Motorcycle are least interested in buying the bike, the company has to work on good promotional ideas like

endorsing the bike and giving good offers. Television advertisement helps in creating brand awareness about the product better than any other source.

Conclusion

Royal Enfield is a automobile company that deals in manufacturing of motorcycles. Apart from manufacturing motorcycles Royal Enfield is presently doing good in Indian two wheeler sector. The users of royal Enfield is increasing day by day. , the Himalayan progress toward becoming adulated for its compelling suspension and rough terrain potential, even as some protest wind up plainly coordinated to the outstandingly low power yield of the motor.

Most of the respondents are aware of Royal Enfield Classic. Perception towards Himalayan Motorcycle of the respondents is good. Most of the respondents are least interesting in buying Himalayan Bike. Reasons are high Maintenance Cost and High Price of Himalayan Motorcycle. The royal enfield the advertisement has to be still more stronger to promote the Himalayan motorcycle to the people.

Acknowledgement

The satiation and euphoria that accompany the successful completion of this research would be incomplete without the mention of the people who made it possible. We thank the research team of Accendere

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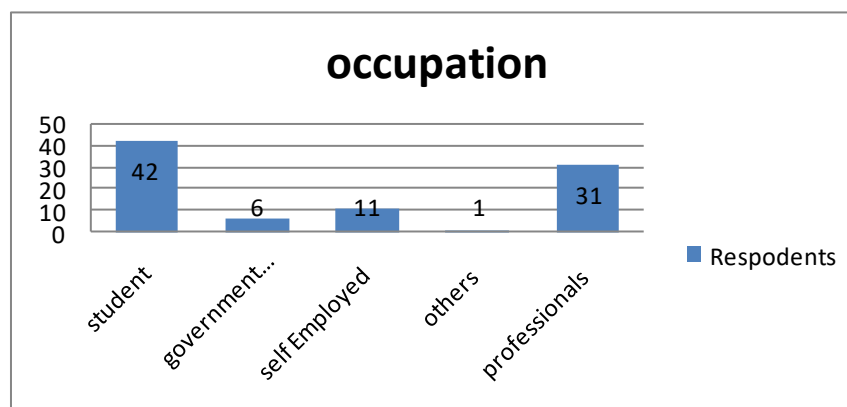


Figure 1 Profile of respondents based on occupation

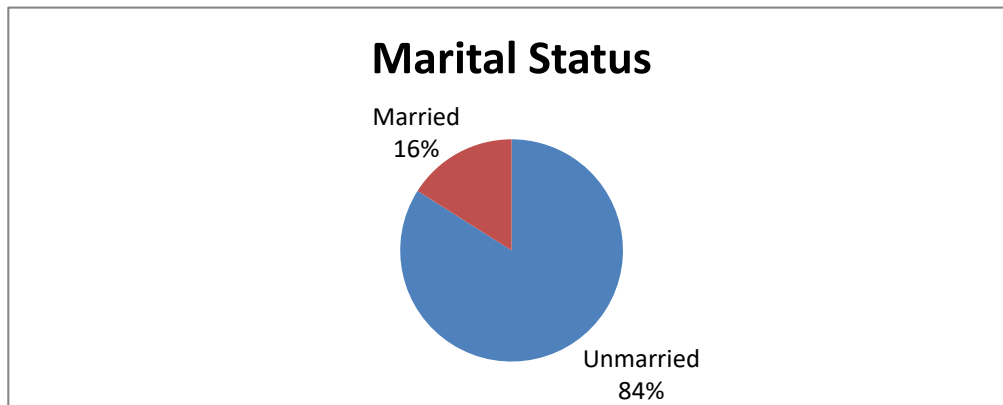
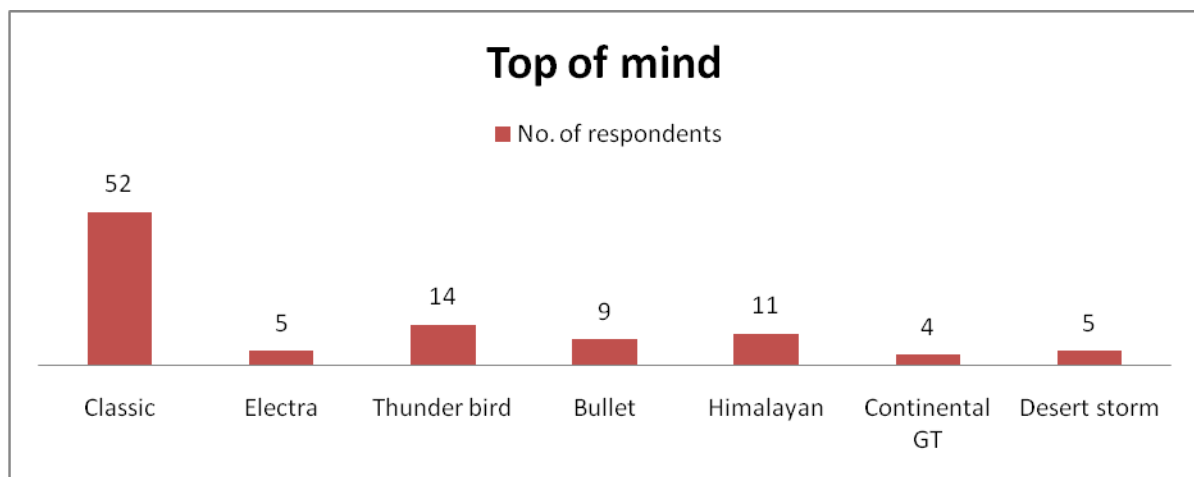
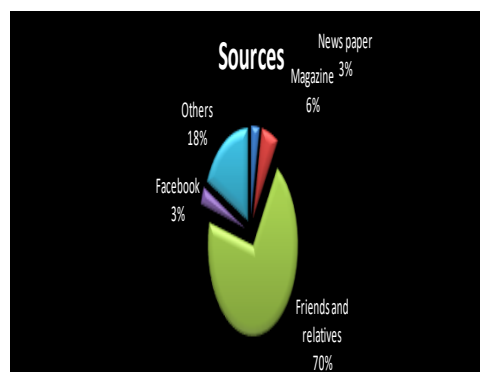
Figure 2 Profile respondent based on marital status**Figure 3 Model on top of mind of the respondent****Figure 4 Sources of Royal Enfield models**

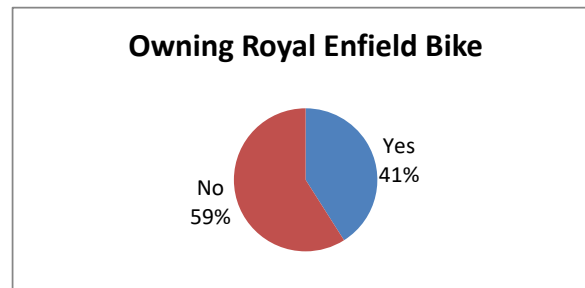
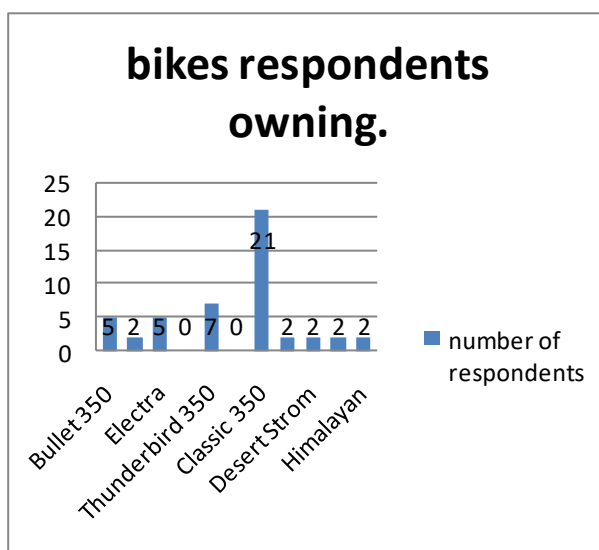
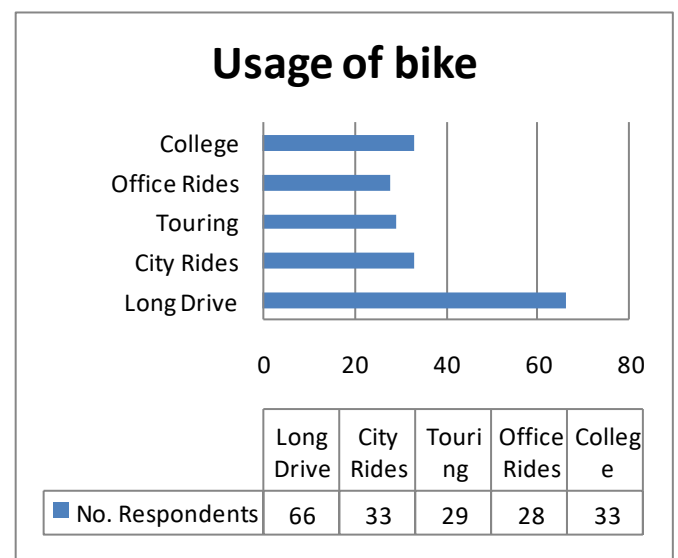
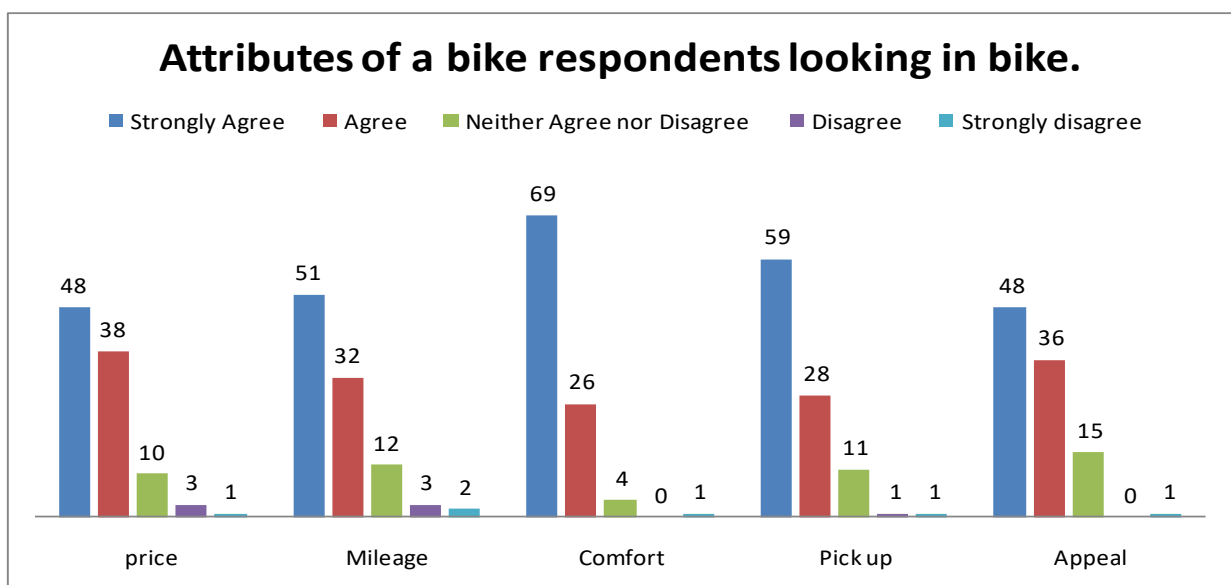
Figure 5 Respondents who own a Royal Enfield bike**Figure 6 Models of bikes****Figure 7 Usage of bike****Figure 8 Attributes of a Bike Which Respondents are Looking in a Bike**

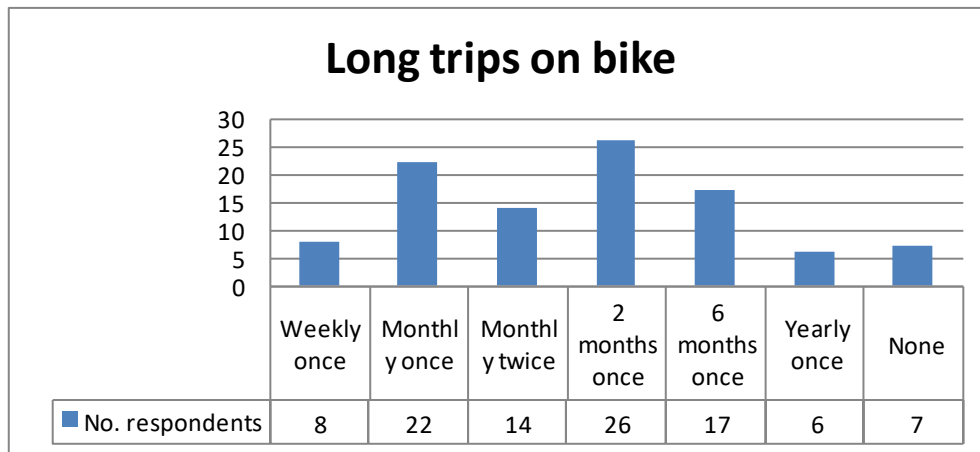
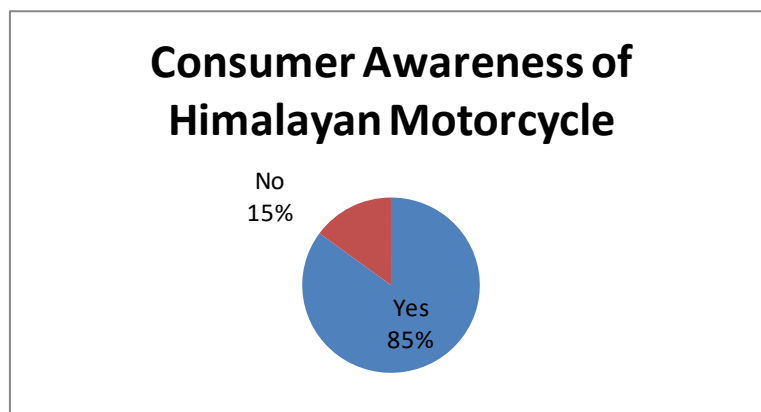
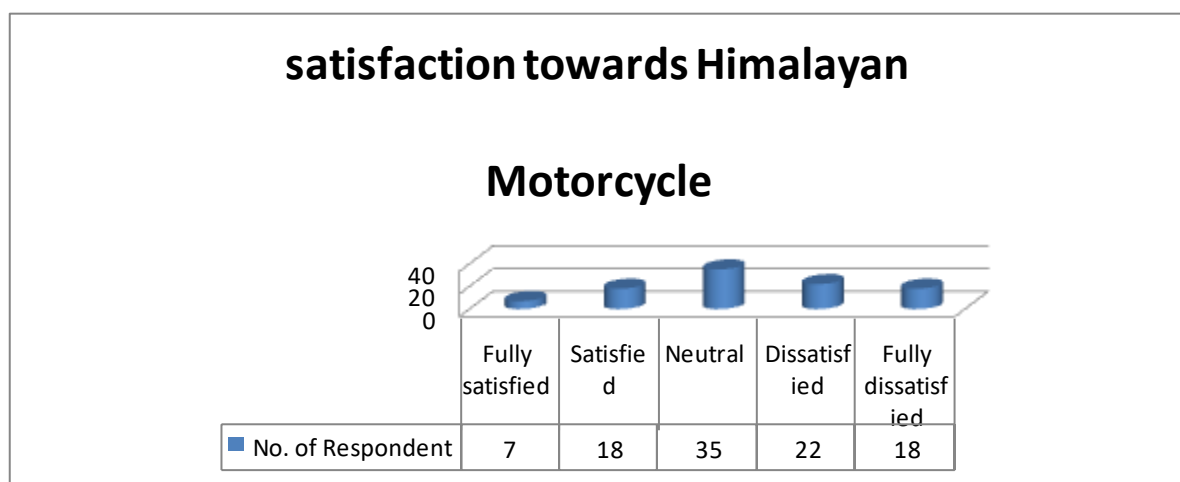
Figure 9 Chart showing how often respondents go on a long trip**Figure 10 Respondents' awareness on Himalayan motor cycle****Figure 11 Satisfaction of Royal Enfield Himalayan motorcycle and expectations**

Figure 12 Chart showing perception of features with respect to Himalayan motorcycle

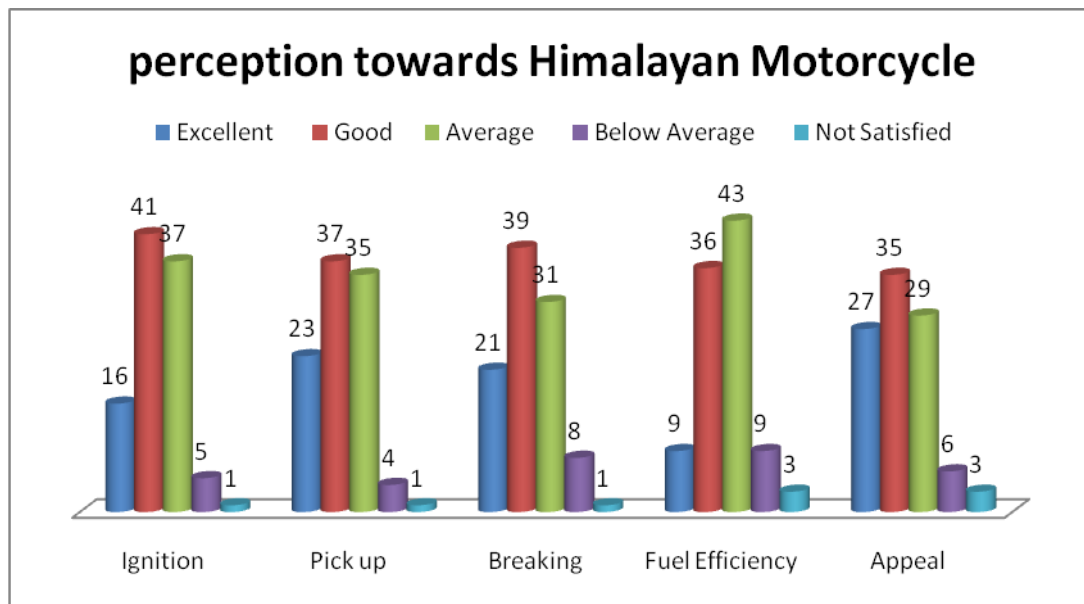


Figure 13 Pie Chart showing how many respondents have taken a test ride of Royal Enfield of Himalayan bike in any showroom

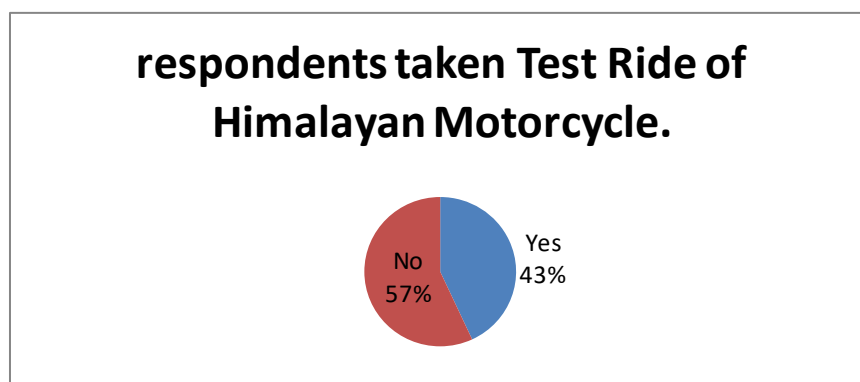


Figure 14 Respondents' awareness of Royal Enfield Club

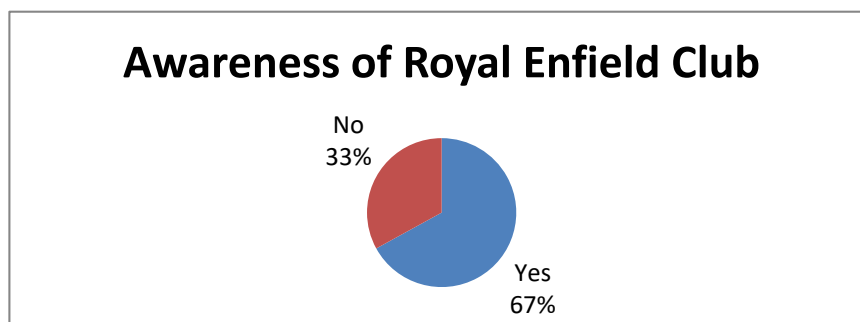


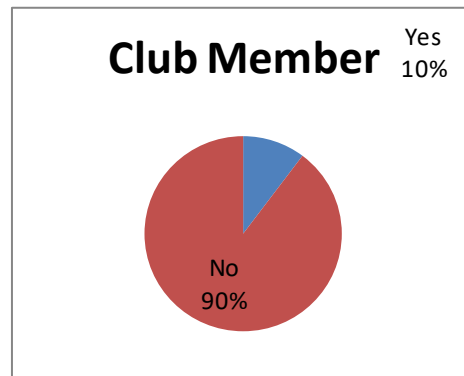
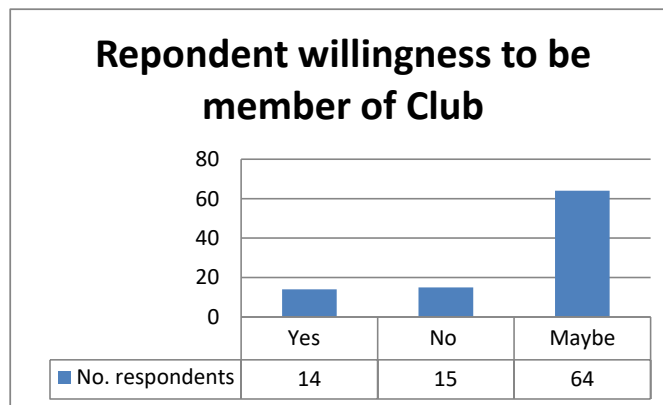
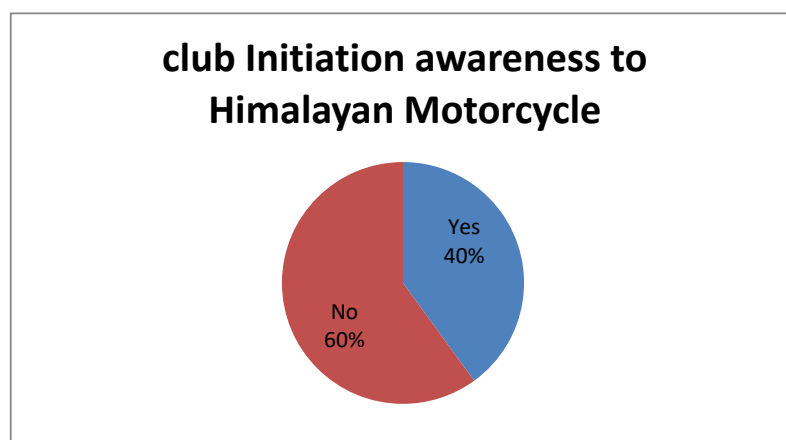
Figure 15 Respondents being members of club**Figure 16 Willingness to be a member****Figure 17 Awareness of the Royal Enfield Club's Initiative for Himalayan Motorcycle**

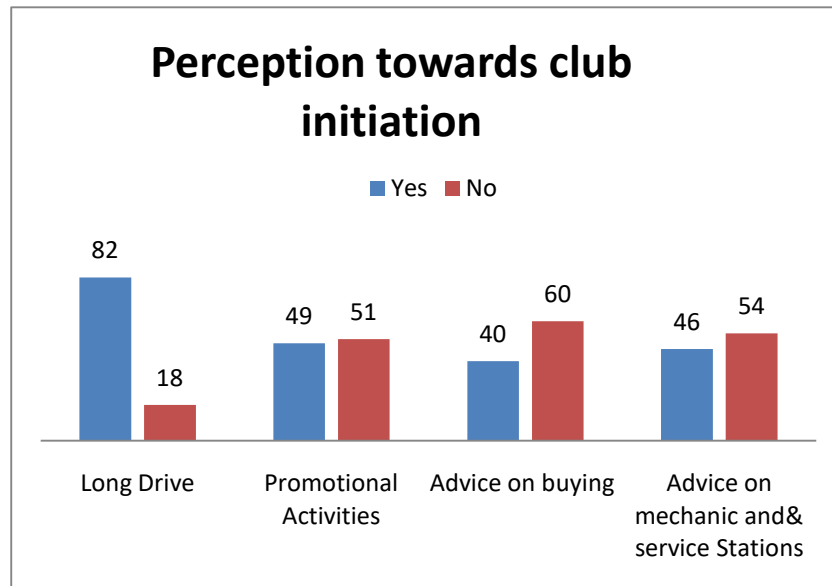
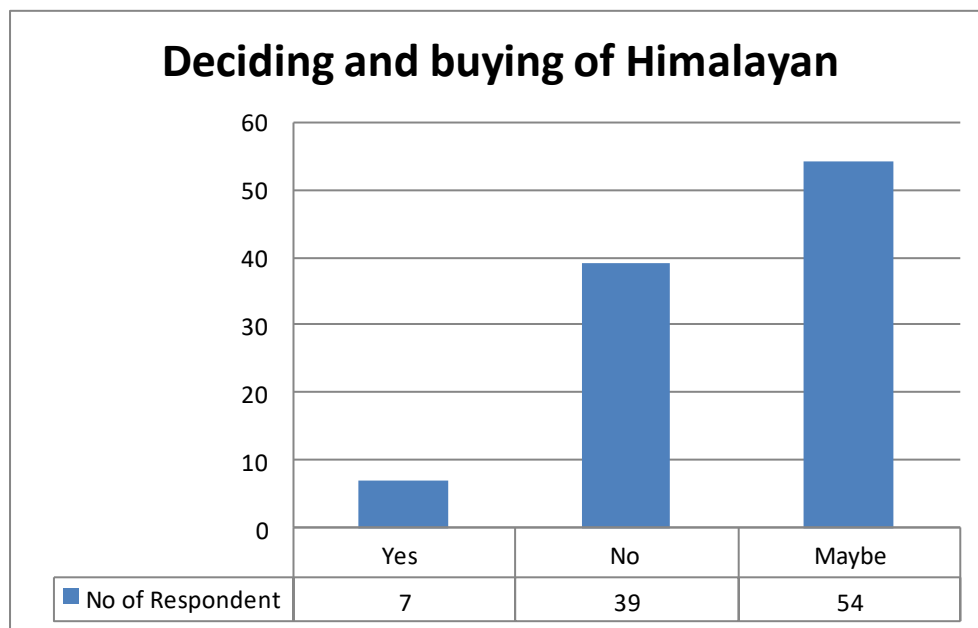
Figure 18 Respondents opinion /perception towards club initiates**Figure 19 Club initiatives help in deciding and buying of Himalayan bike**

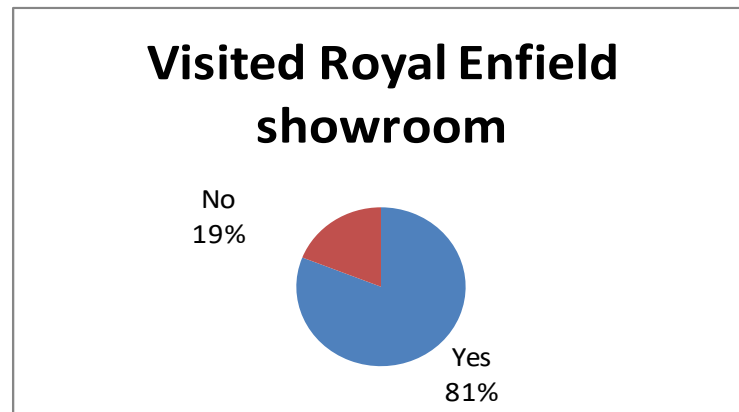
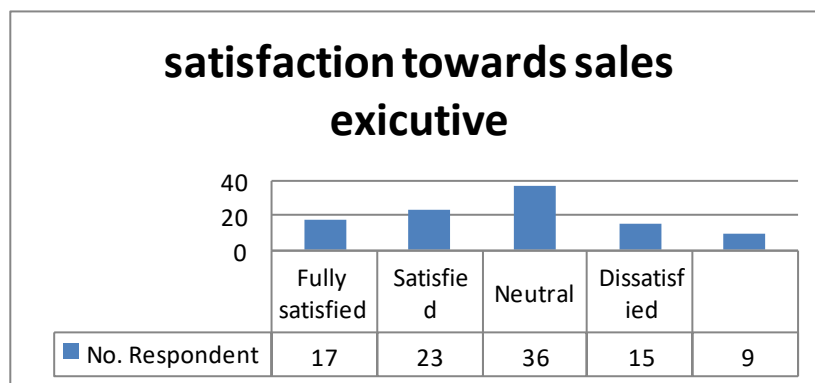
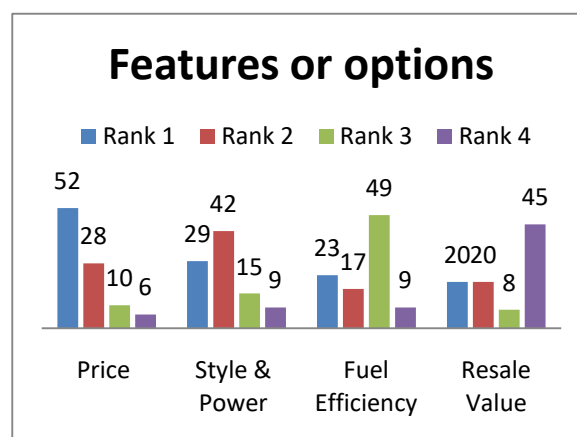
Figure 20 Visit to Nearest Royal Enfield showroom**Figure 21 Satisfaction towards Sales executive****Figure 23 Most required feature /opinion while purchase of a bike**

Table 1 Annual Income

Income group	No. of respondents	Percentage
Less than 300,000	71	71
300,000 – 600,000	21	21
600,00 – 900,000	5	5
900,000 and above	3	3
Total	100	100

Table 2 Model of Royal Enfield Respondent and Percentage of Awareness

Models	No. of respondents	Percentage
All	20	13.42
Classic	52	34.89
Electra	8	5.36
Thunder bird	23	14.43
Bullet	14	9.39
Himalayan	14	9.39
Chrome	3	2.01
Continental GT	12	8.05
Desert storm	3	2.01
Total	149	100

Table 3 Main Purpose of Using the Bike

Use	No. of Respondents
Long Drive	66
City Rides	33
Touring	29
Office Rides	28
College	33

Table 4 Major Barriers While Purchasing Himalayan Bike

Barrier	No. of Respondents
High Price	42
High maintenance	66
Poor Promotions	36
Low mileage	25