

A STUDY ON CUSTOMER SATISFACTION TOWARDS ROYAL ENFIELD BIKES WITH SPECIAL REFERENCE TO PALAKKAD CITY

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ABSTRACT

Customer satisfaction is a key factor influencing brand success and customer loyalty in the two-wheeler industry. Royal Enfield is a well-established motorcycle brand in India, known for its performance, design, and strong brand image. This study aims to examine the level of customer satisfaction towards Royal Enfield bikes with special reference to Palakkad City. The research focuses on various factors such as product quality, performance, pricing, after-sales service, and overall customer experience. The study is based on both primary and secondary data. Primary data were collected through a structured questionnaire from Royal Enfield bike users in Palakkad City, while secondary data were obtained from journals, websites, and company reports. A descriptive research design was adopted, and data were analyzed using percentage analysis and simple statistical tools. The findings reveal that most customers are satisfied.

Keywords:

Customer Satisfaction, Royal Enfield Bikes, Two-Wheeler Industry, After-Sales Service, Brand Image, Palakkad City

INTRODUCTION

The Palakkad district of Kerala provides an ideal setting for studying customer satisfaction toward Royal Enfield bikes. Palakkad, known as the “Gateway of Kerala,” represents a blend of rural and semi-urban consumers with diverse economic backgrounds and lifestyle aspirations. The region has witnessed a steady rise in the number of Royal Enfield users, driven by increasing disposable income, cultural attachment to motorbikes, and the growing popularity of biking clubs and road trips. The district also houses multiple Royal Enfield showrooms and authorized service centers, making it a suitable location for collecting real-world feedback from customers.

Research Background

Customer satisfaction plays a vital role in the success of two-wheeler brands in a highly competitive automobile market. Royal Enfield, known for its strong brand image and loyal customer base, has experienced significant growth in recent years. This study aims to understand customers’ satisfaction levels towards Royal Enfield motorcycles and identify the factors influencing their purchase and usage decisions.

Objective of the study

- To assess the level of customer satisfaction among Royal Enfield owners in the Palakkad district.
- To identify the major factors influencing the purchase decision of Royal Enfield bikes
- To evaluate satisfaction levels regarding product performance, service quality, design, fuel efficiency, and price perception.

Statement of the problem

- Are Royal Enfield customers in Palakkad truly satisfied with their purchase experience?
- Which factors most strongly influence their satisfaction

Scope of the study

The study is limited to Royal Enfield motorcycle owners in the Palakkad district of Kerala. It examines customer satisfaction in terms of product performance, service quality, pricing, safety features, and emotional attachment. The findings help improve service quality, product offerings, and customer engagement and can be useful for similar studies in semi-urban markets.

Limitation of the study

- The study is restricted to the Palakkad district and may not reflect the satisfaction levels of Royal Enfield customers in other regions.
- The sample consists of 150 respondents. Although adequate for statistical analysis, a larger sample could provide deeper insights and improve accuracy.

Review of Literature

- Kotler & Keller (2016) – Marketing Management
- Kumar & Singh (2019) – Study on brand loyalty and service performance in the two- wheeler industry
- Nair (2022) – Study on emotional attachment and heritage value among Royal Enfield owners
- Sharma (2021) – Research on after-sales service and customer satisfaction in the automobile sector
- George & Thomas (2020) – Study on perceived value and repurchase intention in the motorcycle market
- Raman & Kumar (2021) – Study on premium motorcycle users in Kerala
- Solomon (2021) – Consumer Behavior: Buying, Having, and Being
- Unni (2023) – Research on heritage-based marketing and rider community engagement

RESEARCH METHODOLOGY

Sampling plan

The study uses a Convenience sampling technique. A sample size of 150 respondents was chosen to ensure fair representation. Data were collected through a structured questionnaire, providing unbiased and reliable information for analyzing training and development effectiveness.

Convenience sampling

The type of research used in this project is convenience in nature. The main goal of this type is to describe the data and characteristics about what is being studied. Convenience sampling is a type of non-probability sampling that involves the sample being drawn from that part of the population that is close to hand.

Methods of the study

Data was gathered from both primary and secondary sources of information. The questionnaire is the source of collecting primary data and the secondary data are collected from various books, journals, websites.

1. **Primary data** – Primary data refers to information collected firsthand for the first time. In this study, primary data was gathered using a well-designed structured questionnaire, and the required information was collected through Google Forms.

2. **Secondary data** – secondary data is a type of data that has been collected in the past. It includes various information's from books, websites etc. **Statistical tool**

- Percentage Analysis
- Chi square

Percentage Analysis

Percentage analysis is a statistical tool used to analyse and interpret the data collected from respondents. It helps in understanding the distribution of responses and comparing different categories in a simple and meaningful manner. The formula used for percentage analysis is:

$$\text{Percentage} = \frac{\text{Total Number of Respondents}}{\text{Number of Respondents}} \times 100$$

Chi- square

Chi-square is a statistical test commonly used to compare observed data with data one would expect to obtain according to specific hypothesis. The chi-square test is always testing what scientists call the null hypothesis, between the expected and observed states that there is no significant difference result.

The formula for calculating:

$$\text{Chi-square} = \frac{(O-E)^2}{E}$$

PERCENTAGE ANALYSIS AND INTERPRETATION

4.1.1 Analysis of Respondent Location

Area	Frequency	Percent
Rural	44	29.2
Urban	86	56.6
Semi Urban	22	14.2
Total	152	100.0

Interpretation:

The majority of respondents, 56.6%, belong to urban areas, followed by 29.2% from rural regions and 14.2% from semi-urban areas. This indicates that Royal Enfield bikes are more popular among urban residents, likely due to greater exposure to brand marketing, lifestyle preferences, and accessibility to authorized dealerships. The data suggests that marketing and service strategies should prioritize urban areas while also exploring growth opportunities in rural and semi-urban regions.

4.1.2 Analysis of Gender of Respondents

Age Group	Frequency	Percent
18–25	54	35.4
26–35	58	38.1
36–45	38	24.8
46–55	3	1.8
Total	152	100.0

Interpretation:

The table represents the age distribution of respondents who participated in the study. The majority of respondents fall within the 26–35 age group (38.1%), followed by 18–25 years (35.4%). About 24.8% belong to the 36–45 age group, while a small proportion (1.8%) are between 46–55 years.

4.1.3 Analysis of Respondent Demographics

Age Group	Frequency	Percent
18-25	54	35.4
26-35	58	38.1
36-45	38	24.8
46-55	3	1.8
Total	152	100.0

Interpretation:

The survey reveals that 38.1% of respondents are aged 26–35, followed by 35.4% in the 18–25 age group. Customers aged 36–45 represent 24.8%, while only 1.8% fall in the 46–55 age category. This shows that Royal Enfield bikes appeal mainly to young and middle-aged adults, highlighting the brand's popularity among a younger, dynamic audience who may value style, adventure, and performance over purely practical considerations.

4.1.4 Analysis of Respondent Occupation

Occupation	Frequency	Percent
Student	26	19.5

Working Professional	36	23.9
Businessman	42	27.4
Government Employee	20	13.3
Others	24	15.9
Total	152	100.0

Interpretation:

Businessmen constitute the largest occupational group at 27.4%, followed closely by working professionals (23.9%), students (19.5%), government employees (13.3%), and others (15.9%). This distribution indicates that Royal Enfield attracts individuals who have disposable income and the ability to invest in premium motorcycles.

Understanding occupation trends can help target marketing campaigns and promotions tailored to professionals and entrepreneurs.

Chi-square Analysis

Chi square analysis between age and customer support experience

H₀ (Null Hypothesis): There is no significant relationship between age and customer support experience.

H₁ (Alternative Hypothesis): There is a significant relationship between age and customer support experience.

Test	Value	df	Sig. (2-sided)
Pearson Chi-Square	18.193	9	0.033
Likelihood Ratio	17.330	9	0.044
Linear-by-Linear Association	3.085	1	0.079
N of Valid Cases	152	—	—

Interpretation: The Pearson Chi-Square test ($\chi^2 = 18.193, p = 0.033$) shows a significant relationship between age and customer support experience. Customer satisfaction with support varies across age groups, with middleaged respondents reporting higher satisfaction than younger customers.

Chi-square analysis between Gender and customer support experience

H₀ (Null Hypothesis): There is no significant relationship between gender and customer support experience.

H₁ (Alternative Hypothesis): There is a significant relationship between gender and customer support experience.

Test	Value	df	Sig. (2-sided)
Pearson Chi-Square	1.874	3	0.599
Likelihood Ratio	2.256	3	0.521
Linear-by-Linear Association	0.190	1	0.663
N of Valid Cases	150	—	—

Interpretation: The significance value ($p = 0.599 > 0.05$) indicates no significant relationship between gender and customer support experience. Both male and female respondents reported similar satisfaction levels, showing consistent service perception across genders.

Findings

- Royal Enfield bikes are most popular among young and middle-aged customers (18–35 years) with stable income levels.
- Most respondents are satisfied with product quality, performance, fuel efficiency, safety features, and service support.
- Thunderbird and Bullet are the most preferred models in the mid-range price segment (₹1–2 lakh).
- Age has a significant influence on customer support experience, with middle-aged customers showing higher satisfaction.
- Gender has no significant impact on customer support satisfaction, indicating uniform service perception.

Suggestions

- Improve customer support initiatives targeted at younger customers to enhance their satisfaction levels.
- Maintain consistent, gender-neutral service quality across all customer segments.
- Continue strengthening product performance, safety features, and after-sales service to sustain customer loyalty.
- Focus marketing strategies on the popular mid-range models like Thunderbird and Bullet.

Conclusion

The study concludes that Royal Enfield customers in Palakkad are generally satisfied with both product and service aspects. While age influences customer support experience, gender does not affect satisfaction levels. Overall, strong product performance, reliable service, and high brand loyalty position Royal Enfield favourably in the mid-range premium motorcycle segment.

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