

**AN IMPACT ON SERVICES PROVIDED ON ROYAL ENFIELD BIKE RIDERS  
SATISFACTION AND PREFERENCE IN COIMBATORE**

**Dr.V. Nandhakumar**, Assistant Professor, Department of Commerce with C A, Sri  
Ramakrishna Mission Vidyalaya College of Arts and Science, Autonomous, Coimbatore.  
TamilNadu. India  
Email: nandhavivekam150@gmail.com

**ABSTRACT**

The research study on “an impact on services provided on royal enfield bike riders satisfaction and preference in Coimbatore” is the design and original production of the Royal Enfield Bullet, the longest-lived motorcycle design in history. The Royal Enfield Bullet, possibly the most recognisable model from RE’s history, was unveiled in 1932 and made available with three engine capacities; 250, 350 and 500cc. The Bullet has remained in production ever since and is regarded as the longest living motorcycle design in history. Royal Enfield were called upon during World War Two and produced motorcycles under license for the War Office. The objectives of the study are: 1)To identify the awareness on facilities and services on Royal Enfield riders; 2)To analysis the Royal Enfield models and specifications on Royal Enfield; 3)To describe the factors and features on Royal Enfield. The research study on Quantitative Research analysis on “an impact on services provided on royal enfield bike riders satisfaction and preference in Coimbatore” is descriptive in nature. The primary and secondary data was used for the data collection of present study. A Random sampling techniques is used for data collection with a questionnaire is framed on sampling size of 100 bike riders response which has royal enfield were also found to be high among the respondents using SPSS software for data analysis. The research on an impact on services provided on royal enfield bike riders satisfaction and preference in Coimbatore is the fading iconic motorcycle brand of Eicher Motors. In terms of fuel economy, the Bullet 350 is the Royal Enfield highest mileage bike. Royal Enfield is amongst the most customisable motorcycles in India. The riders often design it according to their needs and desires.

***Keywords: Royal Enfield, bike riders, facilities and services, models and specifications, factors and features.***

**INTRODUCTION**

Royal Enfield is an Indian motorcycle manufacturer, headquartered and manufactured in Chennai, India. It is the oldest motorcycle manufacturer in continuous production. The first Royal Enfield motorcycle was built in 1901 by The Enfield Cycle Company of Redditch, Worcestershire, England, the company was responsible for the design and original production of the Royal Enfield Bullet, the longest-lived motorcycle design in history. Licensed from the original English Royal Enfield by *Madras Motors*, the company is now a subsidiary of Eicher Motors, an Indian automaker. The company makes classic-looking motorcycles including the Royal Enfield Bullet, Classic 350, Royal Enfield Thunderbird, Meteor 350, Classic 500, Interceptor 650, Continental, Hunter 350 and many more. Royal Enfield also makes adventurous and offroading motorcycles like the Royal Enfield Himalayan. Their motorcycles are equipped with single-cylinder and twin-cylinder engines. The most famous Royal Enfield of all appears. The Royal Enfield Bullet, possibly the most recognisable model from RE’s history, was unveiled in 1932 and made

available with three engine capacities; 250, 350 and 500cc. The Bullet has remained in production ever since and is regarded as the longest living motorcycle design in history. Royal Enfield were called upon during World War Two and produced motorcycles under license for the War Office. One brief was to supply the fledgling British Parachute Regiment with motorcycles that were capable of carrying messages and signals before radio communications could be established. The motorcycle also had to be capable of withstanding a landing under parachute, so they could be dropped alongside airborne troops. Early testing proved this to be a difficult task and beefed-up cages had to be built to stop wheels buckling and frames cracking. Eventually the Flying Flea was ready, a small capacity (126cc) two-stroke machine capable of running on multiple fuels. Extra work was undertaken to silence engine noise as much as possible and about 8000 were produced.

## **REVIEW OF LITERATURE**

**Vivek, R., & Vijay, A. (2019).** The research study illustrious En field is an assembling, have its presently in India. Association is the correct presently driving the 350 c.c. motorbike section with pioneer thing "Slug". In this details is a consequence of an examination prompted bolster their arrangements, as a of our advertising practice way task. Presently are a couple of services at labor in each portion and every business of an country. The energetic thought of every business keeps the beats in the associations working in each part dashing. Our imperative examination report is based on exhibiting and offers of Royal En field as an association. It furthermore burrows at every single one of those services at labor that could possibly alter the fortune of an association. Be real it an association to requirements to enter another marketplace parcel or an association that wants to intentionally location its things, this report is an essential instrument for everyone. The report examinations the execution of the principle company in the bicycle business which is contenders of Royal En field or be able to be one. This statement summarize the examination drove for investigate the lean domains for Royal Enfield as of a promoting and arrangements viewpoint. And I examinations include referenced at fitting spots in help of the proportionate. To wrap up, it gives a far reaching aide of a variety of frameworks to enable Royal En to handle bargains. **Nagalakshmi, R. and Krishnaveni, C** Marketing is the process of performing market research, selling products and/ or service to customers and promoting them via advertising to further enhance sales. It generates the strategy that underlines sales techniques, business communication, and business developments. It is integrated process through which companies build strong customer relationships and create value for their customers and for themselves. The term marketing concept holds that achieving organizational goals depends on knowing the needs and wants of target markets and delivering the desired satisfactions. It proposes that in order to satisfy its organizational objectives, an organization should anticipate the needs and wants of consumer and satisfy these more effectively than competitors. An orientation, in the marketing context, related to a perception or attitude a firm holds towards its product or service, essentially concerning customers and end-user. Throughout history, marketing has changed considerably in time with consumer taste. **Chaudhary, P. (2021).** By the turn of the 21st century, Siddhartha Lal won the opportunity to revive Royal Enfield (RE), the fading iconic motorcycle brand of Eicher Motors. The challenge was to turn around the motorcycle division of Eicher Motors and achieve sustainable growth in sales and market share, while maintaining profitability. Eicher Motors worked on improving the brand performance and perception by modernising the RE bikes, in terms of technological advancements, superior functionality and overall driving experience and feel. With this RE re-emerged as a major player in the mid-size

motorcycle segment. Post 2019, however, RE was grappling with decreasing sales and stagnating market share, owing to changing customer expectations and increasing competition in this product category (Table 1). RE now had to work towards extending and enhancing the customer base by wooing the new-generation customers. But this would entail certain modifications in terms of its exceptionally unique brand imagery and association of RE. Although the revamp of RE's brand imagery and association can appeal to and resonate well with new-generation customers, it might also compromise the cult emotional appeal, established over the decades. Above all, the probability of gaining major headway in new-generation customer base — at the cost of adulterating the legacy 'cult emotional appeal' — could be uncertain because of rising competition in this segment and product category. This scenario created a catch-22 situation and RE had to employ strategic options to deal with it. This paper discusses the challenge of infusing freshness into the brand's image without losing the essence of its legacy. **Dr. A. Sukumar a , Vishnuvardhan M (2023)**, The purpose of this study on customer satisfaction will help us to understand the needs and wants of the customers towards Royal Enfield. As the objectives of this study is to understand the customers satisfaction and know the consumer preference towards the iconic brand Royal Enfield. This study also specifies the services and factors which influence the customers to purchase the Royal Enfield bikes and also known that what customers are expecting from the Royal Enfield. Customer satisfaction is influenced strongly by culture, social, personal and psychological factors. This study concluded that it was found that most of the customers are choosing Royal Enfield vehicles because of its vehicle appearance, pickup, good models and engine appearance.

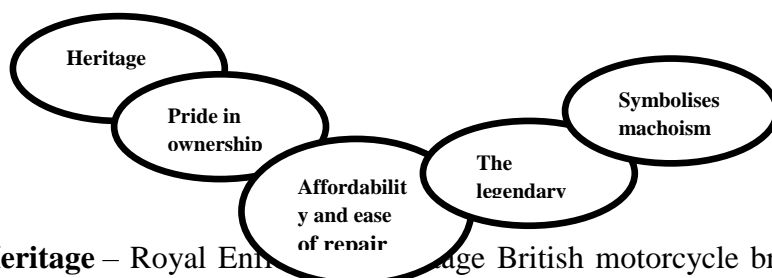
### **OBJECTIVES OF THE STUDY**

1. To identify the awareness on facilities and services on Royal Enfield riders
2. To analysis the Royal Enfield models and specifications on Royal Enfield
3. To describe the factors and features on Royal Enfield

### **RESEARCH METHODOLOGY**

The research study on Quantitative Research analysis on “an impact on services provided on royal enfield bike riders satisfaction and preference in Coimbatore” is descriptive in nature. The primary and secondary data was used for the data collection of present study. A Random sampling techniques is used for data collection with a questionnaire is framed on sampling size of 100 bike riders response which has royal enfield were also found to be high among the respondents using SPSS software for data analysis.

### **REASONS ON ROYAL ENFIELD**



1. **Heritage** – Royal Enfield is a large British motorcycle brand that has survived over decades. It is the only British motorcycle brand to be fully manufactured in India. The bikes are being manufactured in India since 1955. Royal Enfield motorcycles carry the true

essence of the erstwhile British biking industry. They are currently sold in more than 50 countries around the globe. Royal Enfield bikes are known for their classic appeal and also a reason why they are popular all over the world.

2. **Pride in ownership** – Owning a Royal Enfield gives you a sense of pride. It is unlike any other motorcycle in the country. When you ride a Royal Enfield, people automatically take notice of you. This is one the reasons why a Royal Enfield is a cult and has numerous followers.
3. **Affordability and ease of repair** – Royal Enfield motorcycles are affordable machines that give a big bike feel. They are completely localized and hence are not expensive, given their engine capacities. The motorcycle's engineering is simplistic and hence can be repaired at any roadside garage. Even the modern engines are quite simple and easy to repair.
4. **The legendary thump** – Royal Enfield bikes have this deep engine thump that is music to the ears. This thump can be addictive and distinguishes a Royal Enfield from all other motorcycles. This is also one of the main reasons why people are attracted towards Royal Enfield motorcycles.
5. **Symbolises machoism** – Royal Enfield provides a sense of strength and also a rustic charm. The brand has built itself from being an army bike to a cult classic. These bikes have a huge fan following and also there are several biking clubs exclusive to Royal Enfield motorcycles.

### **List of Best Royal Enfield Bikes in India in 2025**

The top Royal Enfield bikes in India, including their mileage and ex-showroom price:

<b>Model</b>	<b>Mileage (kmpl)</b>	<b>Price (Ex-showroom Coimbatore)</b>
<b>Hunter 350</b>	36.2	INR 1.50 - 1.75 Lakh
<b>Classic 350</b>	41.55	INR 1.93 - 2.25 Lakh
<b>Bullet 350</b>	37	INR 1.74 - 2.16 Lakh
<b>Meteor 350</b>	32.6	INR 2.05 - 2.29 Lakh
<b>Himalayan 411</b>	31	INR 2.15 - 2.28 Lakh

### **Specifications on R Enf**

- Engine capacity: 350cc air-cooled single-cylinder
- Power: 20.78bhp
- Torque: 27Nm
- Mileage: 45kmpl
- Gears: 5-speed.

### **R Enf Colours**

Circling back to the colours, there are four options –

- Purple Haze,

- Rave Red,
- Shack Black,
- Trip Teal.

### **Features on Royal Enfield**

1. Power & Performance
2. Brakes & Wheels
3. Suspensions & Chassis
4. Dimensions
5. Manufacturer Warranty
6. Service & Maintenance Schedule
7. Instrument Cluster
8. Safety & Convenience
9. Mobile App Monitoring
10. Seat & Storage

### **Factors on Royal Enfield**

1. **Heritage and Legacy:** Royal Enfield bikes are known for their rich history and timeless appeal. **Affordability:** Most models are priced under ₹2 lakh, making them accessible to a wide audience.
2. **Versatility:** Whether you're a daily commuter or an adventure enthusiast, there's a Royal Enfield bike for everyone.
3. **Modern Features:** Despite their retro designs, these bikes come equipped with modern technology like ABS, navigation, and LED lighting.

### **Facilities on Royal Enfield**

1. For free service
2. Periodical maintenance purpose
3. During the repairs to bike

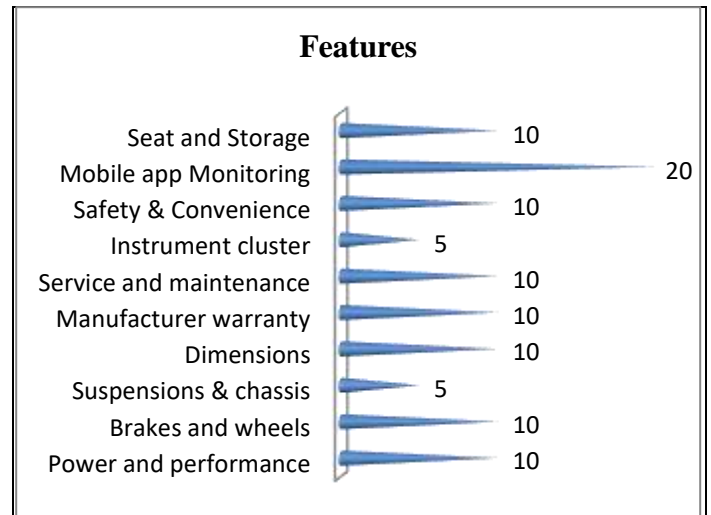
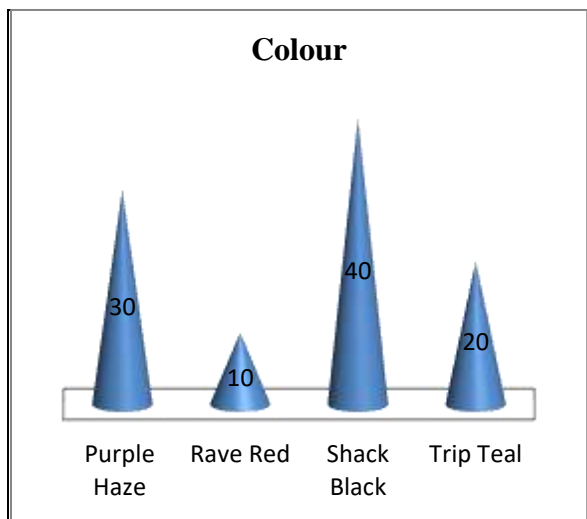
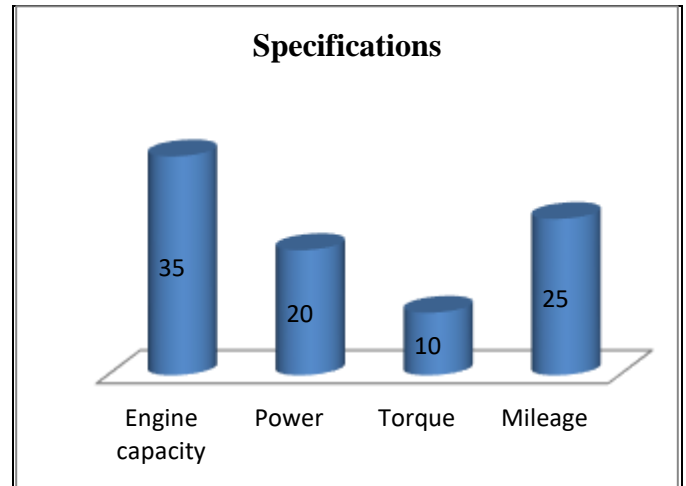
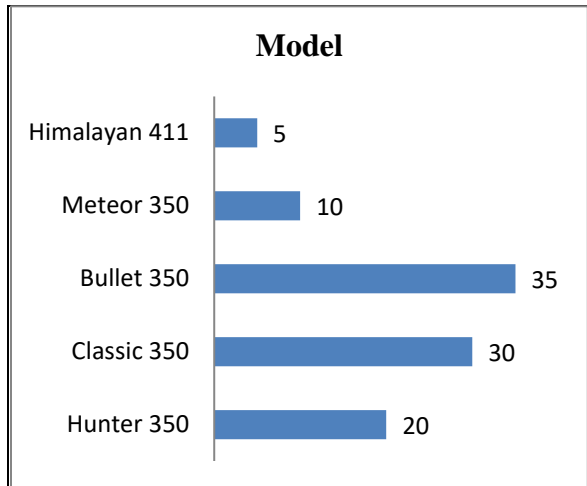
### **Result and Discussion**

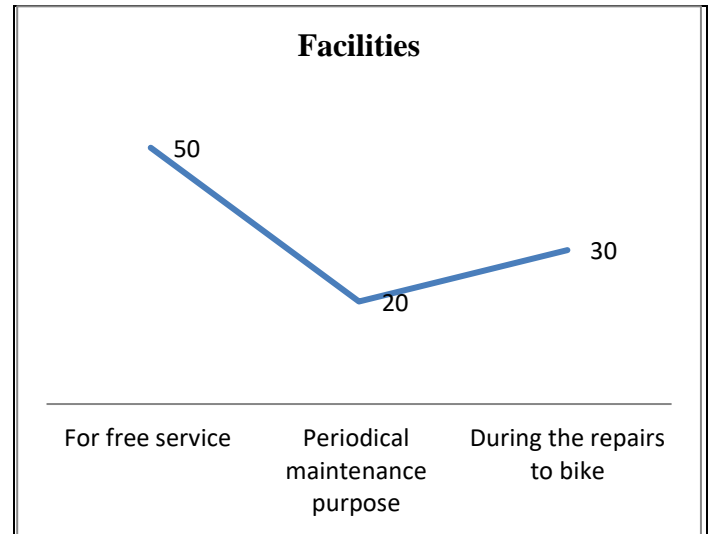
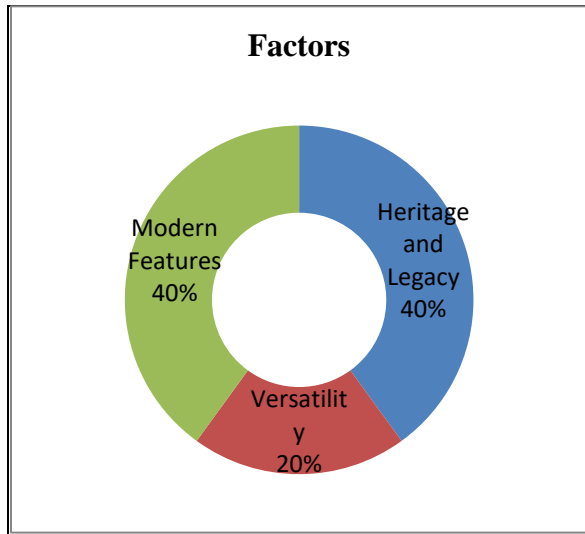
**Table No:1**

Particulars	Valid R Enf
<b>Model</b>	
<b>Hunter 350</b>	20
<b>Classic 350</b>	30
<b>Bullet 350</b>	35
<b>Meteor 350</b>	10
<b>Himalayan 411</b>	5
<b>Total</b>	<b>100</b>
<b>Specifications</b>	
<b>Engine capacity</b>	35
<b>Power</b>	20

<b>Torque</b>	<b>10</b>
<b>Mileage</b>	<b>25</b>
<b>Gears</b>	<b>10</b>
<b>Total</b>	<b>100</b>
<b>Colour</b>	
<b>Purple Haze</b>	<b>30</b>
<b>Rave Red</b>	<b>10</b>
<b>Shack Black</b>	<b>40</b>
<b>Trip Teal</b>	<b>20</b>
<b>Total</b>	<b>100</b>
<b>Features on Royal Enfield</b>	
<b>Power and performance</b>	<b>10</b>
<b>Brakes and wheels</b>	<b>10</b>
<b>Suspensions &amp; chassis</b>	<b>5</b>
<b>Dimensions</b>	<b>10</b>
<b>Manufacturer warranty</b>	<b>10</b>
<b>Service and maintenance</b>	<b>10</b>
<b>Instrument cluster</b>	<b>5</b>
<b>Safety &amp; Convenience</b>	<b>10</b>
<b>Mobile app Monitoring</b>	<b>20</b>
<b>Seat and Storage</b>	<b>10</b>
<b>Total</b>	<b>100</b>
<b>Factors</b>	
<b>Heritage and Legacy</b>	<b>40</b>
<b>Versatility</b>	<b>20</b>
<b>Modern Features</b>	<b>40</b>
<b>Total</b>	<b>100</b>
<b>Facilities</b>	
<b>For free service</b>	<b>50</b>
<b>Periodical maintenance purpose</b>	<b>20</b>
<b>During the repairs to bike</b>	<b>30</b>
<b>Total</b>	<b>100</b>

**Source: Primary data**





### Chi-square Analysis

Models	Colour				Total
	Purple Haze	Rave Red	Shack Black	Trip Teal	
Hunter 350	5	1	8	5	20
Classic 350	5	5	16	4	30
Bullet 350	10	2	14	9	35
Meteor 350	5	2	2	1	10
Himalayan 411	5	0	0	0	5
<b>TOTAL</b>	30	10	40	20	100

**H1:** There is a significant variation in between models and colour on royal enfield

Pearson Chi-Square	Calculated Chi-square Value	Df	Table value	S/NS	Remarks
Models and colour on royal enfield	18.767 <sup>a</sup>	12	21.026	NS	Accepted (H <sub>0</sub> )

\*Null hypothesis (H<sub>0</sub>) accepted

### CONCLUSION

The research on an impact on services provided on royal enfield bike riders satisfaction and preference in Coimbatore is the fading iconic motorcycle brand of Eicher Motors. In terms of fuel economy, the Bullet 350 is the Royal Enfield highest mileage bike. Royal Enfield is amongst the most customisable motorcycles in India. The riders often design it according to their needs and desires. They have transformed their RE motorcycles to Scramblers, choppers, and some bad ass bikes. Majority of the riders satisfaction and preference on Bullet 350 were (35%), with Shack Black (40%) models in the mind of riders. The factors like Mobile app Monitoring (40%) and factors like Heritage and Legacy, Modern Features were (40%).



**REFERENCE**

1. Gupta, P. (2024). Royal Enfield's Plan RE 2.0: Turbulence in Two-wheeler Market. Asian Journal of Management Cases, 09728201231221621.
2. Vasveliyya, M., & Vidani, J. (2019). A study on analyzing gap between expected and actual customer satisfaction regarding Royal Enfield's features and services. M. Vasveliyya & JN Vidani (2019), A study on analyzing gap between expected and actual customer satisfaction regarding Royal Enfield's features and services, Business. Economy and environment: Corporate Perspective, 1.
3. Sheeri, G., & Lamani, R (2020) A Study on Customer Satisfaction towards Post Sales Service of Royal Enfield in Hubli–Dharwad City. International E Conference on Adapting to the New Business Normal – The way ahead December 3-4, 2020 Mysuru, India, ISBN: 978-93-83302-47-5.
4. Kumar, V. M., Naveena, R., & Velmurugan, R. (2021). Hybrid Recommendation Systems Using Product Quality On Customer's Preference Towards Automotive. Turkish Journal of Physiotherapy and Rehabilitation, 32(3), 1040-1047.
5. Kerketta, N., Deka, P. K., & Dutta, C. (2022). A Study on the Choice Criteria of Royal Enfield Motorbikes in Ranchi City, Jharkhand. Journal of Management in Practice, 7(1).
6. Haralayya, B. (2022). Impact of ratio analysis on financial performance in Royal Enfield (Bhavani Motors) Bidar. Iconic Research And Engineering Journals, 5(9), 207-222.
7. Rani, S. (2024). revving opinions: a comparative study of customer perception in honda and royal enfield two-wheeler brands. European International Journal of Multidisciplinary Research and Management Studies, 4(01), 07-12.
8. Subedi, S. (2024). Customer Satisfaction and Brand Loyalty in the Petrol Bike Market: A Study on Young Riders' Preferences and Expectations. NPRC Journal of Multidisciplinary Research, 1(5), 94-107.
9. Nagalakshmi, R., & Krishnaveni, C. A Study on Customer Satisfaction Towards Royal Enfield Bike With Special Referennce to Tirupattur Town.
10. Chaudhary, P. (2021). Royal Enfield: Preserving and leveraging legacy appeal while revamping brand imagery. Journal of Brand Strategy, 10(3), 243-258.
11. Vivek, R., & Vijay, A. (2019). A Competitive Study on Brand Loyalty of Customers Towards The Royal Enfield Bullet Conducted at Eicher Motors, Bengaluru.
12. Dr. A. Sukumar a , Vishnuvardhan M (2023), A Study on Consumer Satisfaction on Royal Enfield with Special Reference to Coimbatore City, International Journal of Research Publication and Reviews, Vol 4, no 5, pp 1955-1968 May 2023.