

Research Article

An Empirical Study on Factors Influencing Customer Purchase Decisions of Royal Enfield Motorcycles in Legend Motors, Chennai

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Abstract: Customer satisfaction plays a crucial role in determining the success and sustainability of any organization in a competitive market. This study focuses on analyzing the satisfaction level of customers towards Royal Enfield motorcycles in Chennai. The research examines factors influencing purchase decisions, customer preferences, and satisfaction levels. A structured questionnaire was used to collect primary data from 200 respondents. Statistical tools such as percentage analysis, chi-square test, and ANOVA were applied. The findings reveal that brand image, vehicle weight, and performance significantly influence customer preference, while most users express satisfaction with mileage and overall performance. The study suggests improvements in mileage and product innovation to enhance customer satisfaction.

Keywords: Customer Satisfaction, Royal Enfield, Two-Wheeler Industry, Consumer Behavior, Marketing.

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INTRODUCTION

Customer satisfaction is a key determinant of business success, influencing repeat purchases and brand loyalty. In the Indian two-wheeler market, increasing competition and changing consumer preferences have made it essential for companies to focus on customer-centric strategies. Royal Enfield, one of the oldest motorcycle brands, has established a strong identity in the premium segment. Known for its durability, power, and classic design, the brand has gained popularity among youth and adventure enthusiasts. This study evaluates the satisfaction level of customers and identifies factors influencing their buying decisions.

THEORETICAL BACKGROUND OF THE STUDY

The theoretical background of the study includes consumer behavior theory. This theory helps in explaining how customers make purchasing decisions based on their needs and preferences. Consumer buying behavior is influenced by factors such as price, performance, brand image, and personal preference. In the case of Royal Enfield motorcycles, customers consider aspects like design, engine power, and brand reputation before making a purchase decision. The utility theory implies that consumers try to maximize their satisfaction while purchasing a product. In the two-wheeler industry, customers compare different brands and models before selecting a motorcycle that provides the best value for money. Royal Enfield customers often focus on performance, comfort, and style to achieve maximum satisfaction. Service quality theory also plays an important role in explaining customer satisfaction. This theory suggests that factors such as after-sales service, maintenance support, and availability of spare parts influence customer experience. Good service quality increases customer satisfaction and helps in building long-term loyalty towards the brand.

REVIEW OF LITERATURE

Reenareicha et al. (2025) highlighted that customer satisfaction is influenced by factors such as vehicle appearance, pickup, and engine performance, along with social and psychological factors. Sony Mariya and Amutha (2024) found that brand image and comfort play a significant role in customer preference, while also suggesting improvements in mileage and product features. Ahmed et al. (2023) emphasized that brand image, fuel efficiency, color, and technology influence customer satisfaction and buying decisions. Gopalakrishnan and Rengarajan (2022) identified service quality dimensions such as reliability, trust, and comfort as key factors affecting customer perception and satisfaction, Philip Kotler and Kevin Lane Keller (2016) stated that product quality, brand image, and perceived value are central to customer satisfaction and loyalty. Valarie A. Zeithaml et al. (2018) emphasized the importance of service quality, reliability, and responsiveness in shaping customer perceptions. Jagdish N. Sheth et al. (2019) explained that consumer buying behavior is influenced by functional, emotional, and social values. V. Kumar and Reinartz (2018) highlighted the role of customer relationship management and long-term engagement in building loyalty. Additionally, Naresh K. Malhotra (2020) pointed out that pricing, product features, and customer expectations significantly impact satisfaction levels.

RESEARCH METHODOLOGY

This study adopts a descriptive research design to analyze the customer’s perception towards Royal Enfield motorcycles in Chennai. Primary data was collected from 200 respondents through a structured questionnaire covering aspects such as customer preference, satisfaction level, usage pattern, and factors influencing purchase decisions, while secondary data was gathered from books, journals, and online sources. Convenience sampling technique was used due to ease of access to respondents. The collected data was analyzed using percentage analysis, Chi-square test, and ANOVA to identify patterns and examine the relationship between customer satisfaction and various influencing factors.

DATA ANALYSIS AND INTERPRETATION

TABLE 1: Demographic profile of the respondents

Variable	Category	No. of Respondents	Percentage %
Gender	Male	120	60
	Female	80	40
	Total	200	100
Age	18 Years - 25 Years	98	49
	26years - 35 Years	78	39
	36 Years- 50 Years	18	9
	Others	6	3
	Total	200	100
Occupation	Student	56	28
	Business	22	11
	Government Employee	38	19
	Private Employee	80	40
	Other	4	2
	Total	200	100
Monthly Income	Below ₹25,000	40	20
	₹25,001-₹60,000	86	43
	₹60,001-₹1,00,000	74	37
	Total	200	100

Data Interpretation and Findings

The study reveals that the majority of respondents are male (60%), indicating higher participation from men compared to females (40%). Most respondents belong to the 18–25 age group (49%), followed by those in the 26–35 age group (39%), showing that young adults dominate the sample. A significant portion of the respondents are private employees (40%), followed by students (28%) and government employees (19%), reflecting a workforce-oriented demographic. Additionally, around 43% of respondents earn between ₹25,001–₹60,000, indicating that most respondents fall under the middle-income category, while 37% belong to the higher income group. Overall, the findings indicate that male respondents form the majority of the study, young adults (18–35 years) are the primary participants, and private employees represent the key group. The sample mainly represents a young, working, middle-income population.

TABLE 2: Level of technical features attracted to buy Royal Enfield)

(Strongly agree-SA, Agree-A, Neutral-N, Disagree- DA, Strongly Disagree-SDA)

Feature	SA	%	A	%	N	%	DA	%	SDA	%
Mileage	65	32.5	75	37.5	30	15	20	10	10	5

Weight	40	20	80	40	40	20	25	12.5	15	7.5
Capacity	50	25	85	42.5	35	17.5	20	10	10	5
Navigation	55	27.5	70	35	35	17.5	25	12.5	15	7.5
Maintenance	45	22.5	75	37.5	40	20	25	12.5	15	7.5

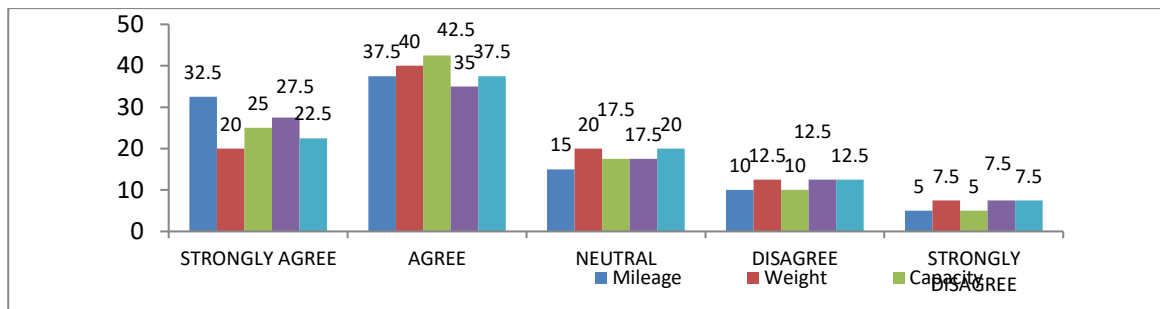


CHART 1: Level of technical features attracted to buy Royal Enfield

Data Interpretation and Findings

The table indicates that performance-related features play a significant role in influencing respondents’ preferences. Mileage (32.5%) and Capacity (25%) have the highest proportion of “Strongly Agree” responses, showing that these are the most important factors for users. Additionally, Mileage also records a high “Agree” percentage (37.5%), making it the most positively perceived feature overall. Capacity (42.5%), Navigation (35%), and Maintenance (37.5%) are largely rated as “Agree,” indicating a moderate to high level of satisfaction among respondents. However, these features also show noticeable levels of neutrality and disagreement, suggesting scope for improvement. Weight shows a comparatively higher neutral response (20%) along with a balanced distribution of agreement and disagreement, indicating mixed opinions among respondents regarding this feature. A moderate proportion of respondents have expressed disagreement (around 20%) for Navigation and Maintenance, highlighting areas where user expectations may not be fully met. However, very few respondents have selected “Strongly Disagree” across all features, reflecting an overall positive perception. The findings reveal that Mileage is the most preferred feature, followed by Capacity, while Navigation and Maintenance require improvement due to relatively higher dissatisfaction levels. Weight shows varied opinions, indicating inconsistency in user preference. Overall, performance features are positively perceived, with mileage emerging as the key influencing factor.

TABLE 3: Level of following aspects of RE attracted you to buy the machine (Strongly agree-SA, Agree-A, Neutral-N, Disagree- DA, Strongly Disagree-SDA)

Feature	SA	%	A	%	N	%	DA	%	SDA	%	TOTAL	%
Riding culture	70	35	80	40	25	12.5	15	7.5	10	5	200	100
Look	65	32.5	75	37.5	30	15	20	10	10	5	200	100
Riding comfort	75	37.5	85	42.5	20	10	10	5	10	5	200	100
Seating comfort	70	35	80	40	25	12.5	15	7.5	10	5	200	100

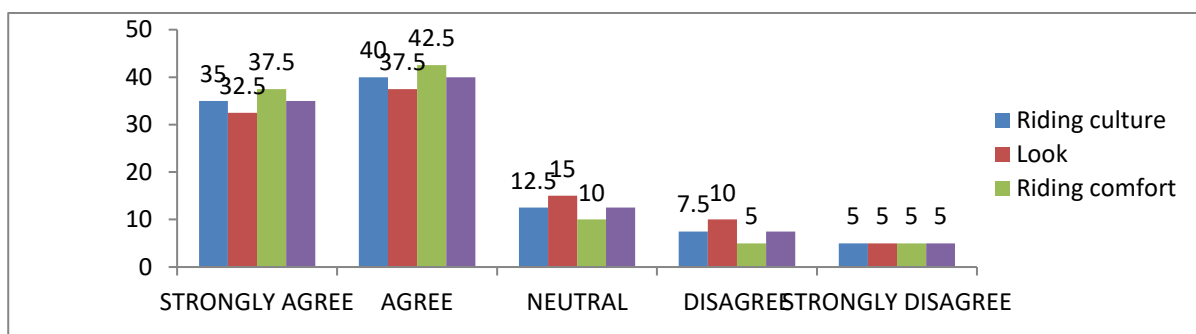


Chart 2: Level of following aspects of RE attracted you to buy the machine

Data Interpretation and Findings

The table indicates that riding experience and comfort-related features play a significant role in influencing respondents’ preferences. Riding Comfort (37.5%) has the highest proportion of “Strongly Agree ”responses, showing that it is the most important factor for users. Riding Culture (35%) and Seating Comfort (35%) also receive a high level of strong agreement,

highlighting their importance in overall user experience. Riding Comfort (42.5%), Seating Comfort (40%), and Riding Culture (40%) are mostly rated as “Agree,” indicating a high level of satisfaction among respondents. Look (37.5%) is also positively perceived, but slightly lower compared to comfort-related features, suggesting that aesthetics are important but not the top priority. A moderate proportion of respondents have selected “Neutral” (10–15%) across all features, indicating mixed opinions or lesser impact on certain users. Very few respondents have rated any feature as “Disagree” or “Strongly Disagree,” reflecting an overall positive perception. The findings reveal that Riding Comfort is the most preferred feature, followed by Riding Culture and Seating Comfort, while Look has relatively balanced opinions. Overall, comfort and riding experience are the key factors influencing user preference, with stronger emphasis on comfort compared to visual appeal.

Hypothesis 1 :

- H₀ (Null Hypothesis): There is no significant relationship between age of respondents and their perception towards the influence of mileage to buy Royal Enfield Bikes..
- H₁ (Alternative Hypothesis): There is significant relationship between age of respondents and their perception on the mileage of Royal Enfield Bikes.

Chi-Square Tests			
	Value	Df	Asymptotic Significance (2-sided)
Pearson Chi-Square	8.210a	12	.768
Likelihood Ratio	8.035	12	.782
Linear-by-Linear Association	.594	1	.441
N of Valid Cases	200		

Interpretation

Since P value (.768) is more than 0.05 we reject the null hypothesis and accept the alternate hypothesis. There is significant relationship between age of respondents and their perception on the mileage of Royal Enfield Bikes. This indicates that mileage is universally valued, regardless of age. Therefore, age does not play a decisive role in influencing how consumers perceive mileage in motorcycles.

Hypothesis 2

- H₀ (Null Hypothesis): There is no significant relationship between age of respondents and their perception on influence of weight of the machine to buy Royal Enfield .
- H₁ (Alternative Hypothesis): There is significant relationship between age of respondents and their perception on influence of weight of the machine to buy Royal Enfield.

	Value	Df	Asymptotic Significance(2-sided)
Pearson Chi-Square	9.450a	12	.665
Likelihood Ratio	9.102	12	.692
Linear-by-Linear Association	.721	1	.396
N of Valid Cases	200		

Interpretation

Since P value (.665) is more than 0.05 we reject the null hypothesis and accept the alternate hypothesis. There is no significant relationship between age of and their perception on influence of weight of the machine to buy Royal Enfield . This indicates that mileage is universally valued, regardless of age. Therefore, age does not play a decisive role in influencing how consumers perceive mileage in motorcycles. This suggests that weight is considered moderately important by all age groups, and age does not significantly affect their perception to buy Royal Enfield Bikes..

Hypothesis 3

H₀ (Null Hypothesis):

There is no significant relationship between age of respondents and their perception towards the influence of engine capacity of the bike to buy Royal Enfield Bikes.

H₁ (Alternative Hypothesis):

There is significant relationship between age of respondents and their perception towards the influence of engine capacity of the bike to buy Royal Enfield Bikes.

Chi-Square Tests

	Value	Df	Asymptotic Significance (2-sided)
Pearson Chi-Square	7.620a	12	.812
Likelihood Ratio	7.488	12	.824
Linear-by-Linear Association	.502	1	.478
N of Valid Cases	200		

Interpretation

Since P value (.812) is more than 0.05 we reject the null hypothesis and accept the alternate hypothesis. There is no significant relationship between age of respondents and their perception towards the influence of engine capacity of the bike to buy Royal Enfield Bikes. Older respondents also reflect similar opinions, suggesting that preference for higher capacity is not limited to a specific age group. This indicates that engine capacity is a universally attractive feature, independent of age.

Hypothesis 4

H₀ (Null Hypothesis):

There is no significant relationship between age of respondents and their perception on the navigation features of Royal Enfield Bikes.

H₁ (Alternative Hypothesis):

There is significant relationship between age of respondents and their perception on the navigation features of Royal Enfield Bikes

Chi-Square Tests			
	Value	Df	Asymptotic Significance (2-sided)
Pearson Chi-Square	8.880a	12	.712
Likelihood Ratio	8.541	12	.742
Linear-by-Linear Association	.635	1	.426
N of Valid Cases	200		

Interpretation

Since P value (.712) is more than 0.05 we reject the null hypothesis and accept the alternate hypothesis. There is no significant relationship between age of respondents and their perception on the navigation features of Royal Enfield Bikes. The differences are not statistically meaningful, suggesting that navigation features are appreciated across all age groups, and age does not significantly influence this preference.

Hypothesis 5

H₀ (Null Hypothesis):

There is no significant relationship between age of respondents and their perception that post sales maintenance by the seller influences Royal Enfield Bikes sales.

H₁ (Alternative Hypothesis):

There is significant relationship between age of respondents and their perception that post sales maintenance by the seller influences Royal Enfield Bikes sales.

Chi-Square Tests			
	Value	Df	Asymptotic Significance (2-sided)
Pearson Chi-Square	9.120a	12	.692
Likelihood Ratio	8.876	12	.708
Linear-by-Linear Association	.689	1	.407
N of Valid Cases	200		

Interpretation

Since P value (.692) is more than 0.05 we reject the null hypothesis and accept the alternate hypothesis. There is significant relationship between age of respondents and their perception that post sales maintenance by the seller influences Royal

Enfield Bikes sales This implies that maintenance concerns are common across all age groups, and consumers generally share similar expectations regarding maintenance.

CONCLUSION:

The present study indicates that customers across different demographic and psychographic groups who are interested in purchasing Royal Enfield bikes share a common set of expectations. Regardless of age, income level, or lifestyle, potential buyers consistently value key features such as strong engine performance, attractive vehicle appearance, comfort, fuel efficiency, advanced technology, and reliable service quality. In addition, brand image and emotional appeal play a significant role in influencing their purchase intentions. This suggests that customer expectations are largely uniform across different groups, with all segments seeking a combination of performance, style, durability, and value for money. Therefore, to sustain customer satisfaction and loyalty, Royal Enfield must continue to focus on enhancing these core features while also improving aspects like mileage and technological upgrades to meet evolving consumer demand

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