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A Study On Buying Behavior Of Customers With Reference To Royal Enfield In Villupuram Dist

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ABSTRACT

The purpose of this study on customer satisfaction will help us to understand the needs & Wants of the customers towards Royal Enfield. The study could provide appropriate and timely information about the position of preference level of customer towards Royal Enfield. As the objectives of this study is to analyze the customer satisfaction and to find out the consumer preference towards the ironic brand Royal Enfield. This study also investigate the services and factors which influence the customers to purchase the Royal Enfield bikes and also identify what customers are expecting from the Royal Enfield. To know about the customer satisfaction and factor which influence the customer's preference in buying decision process. Customer satisfaction is influenced strongly by culture, social, personal and psychological factors.

KEYWORDS: Product, Price, Place and Promotion and other factors, Age group.

1. INTRODUCTION

The aim of marketing is to meet customers' needs for buying preference and wants. The field of consumer behavior studies deals with how individuals, groups and organization select, buy, use of goods, service, ideas or experiences to buy a product.

Understanding consumer behavior and knowing customers is very difficulty. Customers may say different opinion to another to buy a one product. The marketer's task is to understand what happens in the buyer's consciousness between the arrival of outside stimuli and purchase decisions.

The starting point for understanding buyer's behavior is created through product, price, place and promotion and other factors are economic, technological political and cultural factors. Buyer's characteristics are influenced by cultural, social, personal and psychological factors. Buyer's decision process includes identifying, analyzing the problem and taking the best decisions. Further more buyers decision which is included choice of product, brand, dealer, purchase timing and purchase amount.

2. RESEARCH METHODOLOGY

Understanding consumer buying behavior and knowing customers is undetermined. The marketer's task is to understand what they need for in the buyer's consciousness and satisfaction of purchase decisions.

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The aim of this project is to study about the customers buying behavior with reference to Royal Enfield. It deals with finding out the motive for buying the bike, fast moving model bike, and to compare the performance of the bike with few competitors.

Descriptive type of research is used for this study. Primary data is collected using questionnaire. Population of the study is customers of Royal Enfield, Population size is 500. From this population a sample of 150 has been selected for the study using convenience sampling. Percentage analysis, weighted average tools has been used for analysis. Based on findings suitable suggestions have been offered.

FACTORS INFLUENCING CONSUMER BEHAVIOR CULTURAL FACTORS

CULTURE

- It is the most fundamental determinant of a person's wants and behavior.
- Whereas lower creatures are largely governed by instinct, human behavior is largely learned.

SUBCULTURE

Each culture contains smaller groups of subcultures that provide more specific identification and socialization for its members. Four types of subcultures can be distinguished:

- Nationality groups
- Religious groups
- Radical groups
- Geographical areas

SOCIAL CLASS

Virtually all human societies exhibit social stratification. Stratification sometimes takes the form of a caste system where the number of different casts is reared for certain roles and cannot change their caste membership.

SOCIAL FACTORS

A consumer's behavior is also influenced by social factors, such as the consumer's reference groups, family and social roles and statuses.

- Reference Groups
- Family
- Roles and Statuses

PERSONAL FACTORS

A buyer's decision are also influenced by his or her personal characteristics, notably the buyer's age and life-cycle stage, occupation, economic circumstances, lifestyle, and personality and self-concept.

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Age and Life-Cycle Stage
- Occupation
- Life Style

PERSONALITY AND SELF-CONCEPT

Each person has a distinct personality that will influence his or buying behavior. A person's personality is usually described in terms of such traits as self-confidence, dominance, autonomy, deference, sociability, defensiveness and adaptability.

BUYING ROLES

For many products, it is easy to identify the buyer. For every product it involves a decision making unit consisting of more than one person. Thus we can distinguish five role people might play in a buying decisions.

- **INITIATOR**
  A person who first suggest the idea of buying the particular product or service.

- **INFLUENCER**
  A person whose view or advice influences the decision.

- **DEVIDER**
  A person who divides on any component of a buying decision whether to buy, what to buy and where to buy.

- **BUYER**
  The person who makes the actual purchase.

- **USER**
  A person who consumes or uses the product or service. A company needs to identify these roles because they have implications for designing the product, determining message, and allocating the promotional budget.

Knowing the participants and their roles helps the marketer fine-tune the marketing program.

RESULT AND ANALYSIS

PRICE RANGE & OCCUPATION	VERY HIGH	HIGH	MODERATE	LOW	VERY LOW	TOTAL
IT Professional	6	21	3	2	1	33
Private Company	8	28	3	0	0	39
Business	4	40	1	0	0	45
Govt.Employees	2	6	4	2	1	15
Student	2	4	0	0	0	6
Others	2	6	1	2	1	12
Total	24	105	12	6	3	150

Sources: Primary data.

TABLE NO 1

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Table - 1: To find out whether there is any relationship between the occupations of the respondents and the perception on price range of Royal Enfield.

Ho: There is no relationship between the occupations of the respondents and the perception on price range of Royal Enfield

Ha: There is relationship between the occupations of the respondents and the perception on price range of Royal Enfield

OBSERVED FREQUENCY	EXPECTED FREQUENCY	(O-E)^2	(O-E)^2 / E
6	6	0	0
21	23	4	0.173
3	2	1	0.5
2	1	1	1
1	0.66	0.1156	0.175
8	6	4	0.66
28	27	1	0.037
3	3	0	0
4	7	9	1.285
40	31	81	2.612
1	4	9	2.25
2	2	0	0
6	10	16	1.6
4	1	9	9
2	0.6	1.96	3.266
1	0.3	0.49	1.633
2	0.96	1.1	1.145
4	4	0	0
2	1	1	1
6	8	4	0.5
1	0.96	0.0016	1.666
2	0.48	2.3104	4.813
1	0.24	0.5776	0.577
TOTAL			33.892

TABLE NO 2

Degree of freedom = (r-1) (c-1)
= (6-1) (5-1)
= 5*4
= 20

Tabulated value for 20 degrees of freedom at 5% level of significance = 31.410. Hence calculated value is greater than tabulated value.

INFERENCE

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Since the calculated value is grater than the tabulated value. Null hypothesis (Ho) is rejected and alternative hypothesis (Ha) is accepted. Hence There is relationship between the occupations of the respondents and perception on price range of Royal Enfield

To find out whether there is any relationship between age group and opinion on performance.

Ho: There is no relationship between age group and opinion on performance.
Ha: There is relationship between age group and opinion on performance

PERFORMANCE & AGE	VERY GOOD	GOOD	AVERAGE	POOR	VERY POOR	TOTAL
18-25	4	9	2	0	0	15
26-35	12	15	2	1	0	30
36-45	17	41	1	0	1	60
46-55	3	8	2	1	1	15
55-above	6	7	2	4	1	30
Total	42	90	9	6	3	150

TABLE NO 3

OBSERVED FREQUENCY	EXPECTED FREQUENCY	(O-E)^2	(O-E)^2 / E
4	4	0	0
9	9	0	0
2	0.9	1.21	1.344
12	8	16	2
15	18	9	0.5
2	2	0	0
1	1	0	0
17	17	0	0
41	36	25	0.694
1	4	9	2.25
1	1	0	0
3	4	1	0.25
8	9	1	0.111
2	0.9	1.21	1.344
1	0.6	0.16	0.266
1	0.3	0.49	1.633
6	8	4	0.5
7	18	121	6.722
2	2	0	0
4	1	9	9
1	0.6	0.16	0.266
TOTAL			26.878

TABLE NO 4

Degrees of freedom = (r-1) (c-1)
= (5-1) (5-1)
= 4*4 = 16

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Tabulated value for 16 degrees of freedom at 5% level of significance = 26.296. Hence calculated value is greater than tabulated value.

INFERENCE

Since the calculated value is garter than the tabulated value. Null hypothesis (Ho) is rejected and alternative hypothesis (Ha) is accepted. Hence there is relationship between age group and opinion on performance.

PERCEPTION OF PRICE RANGE OF ROYAL ENFIELD MODELS BY THE CUSTOMERS

PERCEPTION OF PRICE	RESPONDEDTS	WEIGHTED AVERAGE	MEAN WEIGHTED AVERAGE
Very high (5)	24	120	
High (4)	105	420	
Moderate (3)	12	36	3.94
Low (2)	6	12	
Very low (1)	3	3	
TOTAL	150	591	

TABLE NO 5

Weighted Average = (591/150) = 3.94

INFERENCE

Since the weighted average value is 4. The perception of price by the customers towards Royal Enfield.

PERCEPTION ON PERFORMANCE OF ROYAL ENFIELD BY CUSTOMERS

PERCEPTION	RESPONDEDTS	WEIGHTED AVERAGE	MEAN WEIGHTED AVERAGE
Very good (5)	42	210	
Good (4)	90	360	4.08
Average (3)	9	27	
Poor (2)	6	12	
Very poor (1)	3	3	
TOTAL	150	612	

TABLE NO 6

Weighted Average = (612/150) = 4.08

INFERENCE

Since the weighted average value is 4. The perception of performance by the customers towards Royal Enfield is good.

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3. CONCLUSION

The study reveals the buying behaviors of the customers towards Royal Enfield models. The various behavioral characteristics like motive of customers to buy Royal Enfield, selection of brand and its model, mode of buying, sources of stimulation, influencing factors, perception of customers towards price and performance of vehicle etc where observed through conducting among customers of Royal Enfield and form findings various suggestions are recommended by the researcher to the management and to find out the motive of buying the bike, the fast moving model, factors influencing the customers to purchase the bike and the performance of the bike with few competitors.

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