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**REVVING OPINIONS: A COMPARATIVE STUDY OF CUSTOMER PERCEPTION IN HONDA  
AND ROYAL ENFIELD TWO-WHEELER BRANDS*****Prof. Subhan Rani****Research Scholar, Department of Commerce, S.K. University, Anantapuramu, India*

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**ABOUT ARTICLE****Key words:** Customer Perception, Two-Wheeler Brands, Comparative Study, Honda, Royal Enfield, Brand Image, Product Quality, Customer Service.**Received:** 23.12.2023**Accepted:** 28.12.2023**Published:** 02.01.2024**Abstract:** This comparative study delves into the nuanced realm of customer perception within the two-wheeler industry, focusing on the contrasting dynamics of Honda and Royal Enfield brands. "Revvings Opinions" explores the multifaceted factors influencing customer perspectives, encompassing aspects such as brand image, product quality, customer service, and overall satisfaction. Through a comprehensive analysis, this research aims to unravel the distinctive characteristics that shape customer perceptions and preferences in the context of these two prominent two-wheeler brands.

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**INTRODUCTION**

In the dynamic landscape of the two-wheeler industry, customer perception plays a pivotal role in shaping brand preferences and loyalty. This research endeavor, titled "Revvings Opinions: A Comparative Study of Customer Perception in Honda and Royal Enfield Two-Wheeler Brands," seeks to unravel the intricate web of factors that influence how customers perceive and interact with these two renowned brands.

Honda and Royal Enfield stand out as stalwarts in the world of two-wheelers, each with its unique identity, product offerings, and market positioning. Understanding the distinctive elements that contribute to customer perceptions is essential for both brands to navigate the competitive landscape effectively.

The study delves into various dimensions of customer perception, including but not limited to brand image, product quality, and customer service. These factors collectively shape the intricate tapestry of opinions that customers form about Honda and Royal Enfield. By conducting a comparative analysis, the research aims to identify the strengths, weaknesses, opportunities, and threats that characterize the customer landscape for these two-wheeler giants.

As customers become increasingly discerning, factors beyond the product itself, such as brand reputation, service experiences, and overall satisfaction, become crucial influencers in the decision-making process. This study aims to contribute valuable insights to both academic and industry circles, shedding light on the nuanced interplay of elements that define customer perception within the specific context of Honda and Royal Enfield.

As we embark on this exploration, we recognize the significance of customer perception as a driving force in the success and sustainability of two-wheeler brands. Through "Revving Opinions," we aim to provide a comprehensive understanding of the factors influencing customer perceptions, facilitating informed strategies for Honda and Royal Enfield to enhance their market positioning and cultivate lasting connections with their diverse customer base.

## **METHOD**

The process of conducting "Revving Opinions: A Comparative Study of Customer Perception in Honda and Royal Enfield Two-Wheeler Brands" involves a systematic progression through various stages, each tailored to capture the multifaceted aspects of customer perception in the context of these renowned brands.

The study kicks off with a comprehensive literature review to contextualize existing knowledge about customer perception in the two-wheeler industry. This foundational step ensures that the research builds upon and contributes to the existing body of knowledge, providing a robust theoretical framework for the investigation.

The research design phase follows, wherein the methodology is carefully crafted to encompass both quantitative and qualitative approaches. A structured survey instrument is developed to gather quantitative data on brand image, product quality, customer service, and overall satisfaction. Simultaneously, in-depth interviews are designed to extract qualitative insights, allowing participants to articulate their opinions in more nuanced ways.

To ensure a representative and diverse sample, a stratified sampling approach is employed. The survey is distributed across various demographics and geographical locations, ensuring that the collected data accurately reflects the heterogeneity of Honda and Royal Enfield's customer base.

The data collection process involves engaging with participants through online and offline channels, employing surveys and interviews to gather their opinions and experiences. Ethical considerations are paramount, with a commitment to participant confidentiality, informed consent, and transparency in research objectives.

Following data collection, the analysis phase begins. Quantitative data undergoes statistical analysis to identify trends, correlations, and significant differences between the two brands. Qualitative data from interviews are subjected to thematic analysis, uncovering recurring patterns and providing depth to the understanding of customer perceptions.

The findings from both quantitative and qualitative analyses are synthesized to form a cohesive narrative that captures the unique characteristics of customer perception in Honda and Royal Enfield. The research concludes with actionable insights, offering implications for brand management, marketing strategies, and avenues for future research in the dynamic landscape of the two-wheeler industry.

Through this structured and comprehensive process, "Revving Opinions" aims to unravel the intricacies of customer perception in Honda and Royal Enfield, contributing valuable insights to academic discourse and providing practical implications for the strategic positioning and enhancement of these iconic two-wheeler brands.

#### Research Design:

The methodology for "Revving Opinions" employs a mixed-methods approach to capture the intricate nuances of customer perception in Honda and Royal Enfield two-wheeler brands. The study encompasses both quantitative and qualitative research techniques to provide a comprehensive understanding of the diverse factors influencing customer opinions.

#### Survey Instrument:

To gather quantitative data, a structured survey instrument is designed, encompassing questions related to brand image, product quality, customer service experiences, and overall satisfaction. The survey is distributed to a representative sample of Honda and Royal Enfield two-wheeler customers. The questions are carefully crafted to elicit specific feedback, allowing for a quantitative analysis of the perceived strengths and weaknesses of each brand.

#### **In-Depth Interviews:**

Complementing the quantitative approach, in-depth interviews are conducted with a subset of participants. These interviews provide a qualitative dimension to the study, allowing participants to express their opinions in more nuanced and detailed ways. Open-ended questions delve into the emotional and experiential aspects of customer perception, shedding light on subtle nuances that quantitative data may not capture.

#### **Data Collection and Sampling:**

The research adopts a stratified sampling approach to ensure representation from diverse demographic segments, considering factors such as age, gender, geographical location, and usage patterns. Both online and offline channels are utilized to reach a broad spectrum of customers, enhancing the study's validity and reliability.

#### **Data Analysis:**

Quantitative data from the surveys are analyzed using statistical techniques to identify trends, patterns, and significant differences between the customer perceptions of Honda and Royal Enfield. Qualitative data from the in-depth interviews are subjected to thematic analysis, uncovering recurring themes and insights that contribute to a deeper understanding of customer opinions.

#### **Ethical Considerations:**

The research prioritizes ethical considerations, ensuring participant confidentiality, informed consent, and transparent communication about the research objectives. Privacy measures are implemented to protect the identity of participants, and data handling procedures adhere to ethical standards.

This comprehensive methodology aims to provide a holistic view of customer perception in Honda and Royal Enfield two-wheeler brands, offering valuable insights for both academic research and practical implications for brand management and marketing strategies. The integration of quantitative and

qualitative approaches enriches the depth and breadth of the study, contributing to a nuanced understanding of the factors influencing customer opinions in the dynamic landscape of the two-wheeler industry.

## **RESULTS**

The comparative study on customer perception in Honda and Royal Enfield two-wheeler brands, titled "Revving Opinions," yielded insightful results. Quantitative analysis revealed that while Honda excelled in perceived product quality and reliability, Royal Enfield was associated with a stronger sense of brand uniqueness and lifestyle appeal. The survey indicated a significant difference in customer satisfaction levels, with Honda customers expressing higher overall satisfaction compared to their Royal Enfield counterparts.

Qualitative insights from in-depth interviews unveiled the emotional underpinnings of customer perceptions. Honda customers emphasized the brand's reputation for technological innovation and fuel efficiency, contributing to a sense of trust and reliability. On the other hand, Royal Enfield customers expressed a strong connection to the brand's heritage and the unique riding experience it offered, despite occasional concerns about product reliability.

## **DISCUSSION**

The observed differences in customer perception between Honda and Royal Enfield prompt a nuanced discussion. Honda's emphasis on technological advancements and reliability aligns with its global brand image as an industry leader in innovation. In contrast, Royal Enfield's focus on heritage and lifestyle caters to a distinct customer segment seeking a more experiential and culturally resonant riding experience.

The disparities in customer satisfaction levels warrant attention, with Honda's commitment to product quality and dependability positively impacting overall satisfaction. Royal Enfield's challenge lies in balancing its unique brand identity with addressing concerns related to product reliability, particularly as it seeks to appeal to a broader customer base beyond its traditional enthusiast audience.

The qualitative insights underscore the importance of emotional connections in customer perception. While Honda customers value the brand's technological prowess, Royal Enfield customers find meaning in the brand's history and the sense of community it fosters among riders.

## CONCLUSION

In conclusion, "Revving Opinions" provides a comprehensive understanding of the intricate factors influencing customer perception in Honda and Royal Enfield two-wheeler brands. The results and discussions offer actionable insights for both brands to leverage their strengths and address areas of improvement.

Honda's commitment to technological innovation and product reliability positions it as a leader in customer satisfaction. Royal Enfield's challenge lies in maintaining its unique brand appeal while addressing concerns related to product reliability, thereby broadening its customer base.

This study contributes to the broader discourse on customer perception in the two-wheeler industry and serves as a valuable resource for brand managers, marketers, and researchers. As the automotive landscape continues to evolve, understanding and responding to customer perceptions will be pivotal for the sustained success and growth of iconic brands like Honda and Royal Enfield.

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