



## "A STUDY ON IMPACT OF BRAND HERITAGE AND LIFESTYLE INFLUENCE TOWARDS SELECTION OF ROYAL ENFIELD MOTORCYCLE WITH SPECIAL REFERENCE TO OXINA MOTORS, TRICHY"

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### ABSTRACT:

*This study examines the motorcycle brand heritage and lifestyle influence consumer behaviour, brand loyalty, and purchasing decisions. It examines the emotional and psychological connections between riders and their preferred brands, highlighting the role of identity, community, and trust. The research emphasizes how motorcycles represent freedom, self-expression, and culture while reflecting technological innovation and social values.*

*The main objective of this paper is to study impact of brand heritage and lifestyle influence on the selection of Royal Enfield motorcycles. A descriptive research was used for the study. The sample size is calculated using a 95% confidence interval. The population proportion is anticipated to be 50% of the actual result with a 5% margin of error. The outcome of the calculation is 385. I used 1/4th of the final results for the current study that is 96. But I have taken 100 as Sample size for the study. Questionnaire was pilot-tested on a sample of 10 to ensure the validity of the survey instrument.*

*Questionnaire was used to collect primary data. Likert five point scaling was given to customers for evaluating their Satisfaction towards selection of Royal Enfield motorcycles. IBM SPSS Statistic version 20.0 was used for this analysis and the following tools were administered 1) Factor Analysis 2) Multiple Regression.*



**KEYWORDS:** Brand Heritage, Consumer Behaviour, Lifestyle Influence, Brand Loyalty

### INTRODUCTION

Motorcycles represent more than a means of transportation they embody freedom, identity, and cultural expression. This article explores how motorcycle brand heritage and lifestyle shape consumer behaviour and brand loyalty, as riders often connect emotionally with brands that reflect their personality, values, and aspirations, making their choice of motorcycle a reflection of self-image and belonging. Brand heritage and reliability play a crucial role in building trust and long-term attachment among consumers, with established brands that maintain their legacy while embracing innovation

attracting loyal customers who value authenticity and performance. Understanding these emotional and psychological connections provides valuable insights into how motorcycles influence lifestyle choices and purchasing decisions in today's dynamic market.

### LITERATURE REVIEW:

**Dewi (2025)**, This study shows motorcycles are widespread in Indonesia, with 85% of households owning one, driving industry growth and innovation. Brands are targeting specific customer segments through varied product designs, pricing, and marketing strategies. An analysis of 100 Yamaha Nmax customers in Central Jakarta reveals that lifestyle and brand image play significant roles in influencing purchasing decisions.

**Hartoyo (2023)**, To study relevant, brands must modify their customer relationships, as shown by the successes of BMW, Mercedes-Benz, and Harley-Davidson. An analysis of car brand admiration in Indonesia was conducted with 501 participants, yielding three segments: Dreamers (aspiring non-owners), Working for Success (entry-level owners desiring upgrades), and Family Oriented (high-income buyers influenced by family). The findings offer strategic insights for the automotive industry and contribute to brand management discussions.

**Jhantasana, C. (2023)**, This study examines a composite model of the marketing mix and brand equity influences motorcycle purchasing decisions in Thailand, using a two-stage PLSc model with data from 148 buyers. Initial issues of model fit were resolved by removing biased indicators and addressing multicollinearity among PLACE indicators. After these adjustments, the hypotheses were accepted, revealing that the marketing mix positively affects both brand equity and purchase decisions, with brand equity also enhancing purchase decisions, highlighting the hybrid model's effectiveness.

### CONCEPTUAL FRAMEWORK AND RESEARCH HYPOTHESES:

#### OBJECTIVES OF THE STUDY

##### PRIMARY OBJECTIVE

- To analyse the impact of brand heritage on the selection of Royal Enfield motorcycles, focusing on how its legacy, tradition, and historical significance influence consumer preferences.

##### SECONDARY OBJECTIVE

- To study the demographic and rational profile of the respondent.
- To study the underlying factors determining the brand heritage and lifestyle influence towards selection of Royal Enfield motorcycle.
- To study the relationship between overall impact of brand heritage and lifestyle influence towards selection of Royal Enfield motorcycle and the key factors influencing the brand.
- To provide suitable suggestions for enhancing brand positioning and customer alignment strategies at Oxina Motors, Trichy.

### HYPOTHESES

#### MULTIPLE REGRESSIONS

**H<sub>0</sub>**: There is no significant relationship between the overall Impact of brand heritage and lifestyle influence towards selection of motorcycle and other factors influencing the brand.

**H<sub>1</sub>**: There is a significant relationship between the overall Impact of brand heritage and lifestyle influence towards selection of motorcycle and other factors influencing the brand.

### MATERIALS AND METHODS

Descriptive research was used in the study since it involved survey to describe the state affairs as it at present. Descriptive research is essentially at fact finding approach related largely with presenting and abstracting generalization by cross sectional study of this situation. The source of data

involves both primary and secondary data. Conducting research study where in a impact of brand heritage and lifestyle influence towards selection of royal enfield motorcycle with special reference to oxina motors - Trichy were given questionnaire type survey to collect primary data because of its extreme flexibility. Secondary data needed for conducting this research work was collected both internally and externally. The required data for collected from company brochure, company website. A pilot study was conducted initially to know about the respondents, a sample size of 10 was given among the employees and the study was made.

### **SAMPLE SIZE**

The sample size is calculated using a 95% confidence interval. The population proportion is anticipated to be 50% of the actual result with a 5% margin of error. The outcome of the calculation is 385. I used 1/4th of the final results for the current study that is 96. But I have taken 100 as Sample size for the study. Questionnaire was pilot-tested on a sample of 10 to ensure the validity of the survey instrument.

### **SAMPLING TECHNIQUE**

Convenience sampling was used. Preliminary collection of data was selected based on convenience sampling.

### **STATISTICAL TOOL**

IBM SPSS Statistic version 20.0 was used for analysis. Cronbach's alpha test was used for checking the reliability of the data which is collected. Kaiser-Meyer-Olkin test for sampling adequacy and Barlett's test for sphericity is done. Factor analysis is done to identify the dimensions that act as base for several variables which were collected. There may be one or more factors based on the nature of study and total variables included in the study. Varimax rotation is used in factor analysis in order to produce factors that are characterized by large loading on relatively few variables. Multiple regressions are used in analysis since there are more independent variables and one dependant variable. Descriptive study is chosen for research design. This includes literature survey and primary data collection using questionnaire based on the literature review. Data were collected on the basis of Convenience sampling. 150 respondents were given questionnaire and 100 were found to be fully usable for analysis. The questionnaire had questions based on various components of talent management and likert 5 scale rating was given for customers to rate their experience towards impact of brand heritage on the selection of Royal Enfield motorcycles.

### **STATISTICAL TOOLS USED**

Using IBM SPSS Statistic version 20.0 the following tools were administered in this study

- 1) Factor Analysis
- 2) Multiple Regression.

### **1. RELIABILITY TEST:**

To check the reliability and consistency of the data, reliability test has been made and the obtained coefficient alpha value (Cronbach's alpha) was 0.962, and data has satisfactory reliability. Cronbach's alpha value above 0.5 can be used as a reasonable value for reliability.

**TABLE : 1**

| Reliability Statistics |            |
|------------------------|------------|
| Cronbach's Alpha       | N of Items |
| .962                   | 25         |

**2. FACTOR ANALYSIS:****TABLE : 2**

| <b>KMO and Bartlett's Test</b>                   |                    |        |
|--------------------------------------------------|--------------------|--------|
| Kaiser-Meyer-Olkin Measure of Sampling Adequacy. |                    | .913   |
| Bartlett's Test of Sphericity                    | Approx. Chi-Square | 1.7853 |
|                                                  | Df                 | 300    |
|                                                  | Sig.               | .000   |

**INFERENCE:**

KMO test is to analyze the appropriateness of factor analysis. Values between 0.5 and 1.0 show that the factor analysis is appropriate and value obtained was 0.913 which shows that the Kaiser – Meyer – Olkin measure of sampling adequacy is appropriate. Bartlett's Test of Sphericity is to examine the hypothesis by correlation of variables in Chi-Square and correlation matrix of determinants. Value obtained in Bartlett's Test of Sphericity Chi-Square is 1.7853. This shows that all the statements were correlated and factor analysis is appropriate for the study.

**TABLE : 3 ROTATED COMPONENT MATRIX**

| <b>ROTATED COMPONENT MATRIX</b>                                                                     |                  |          |          |
|-----------------------------------------------------------------------------------------------------|------------------|----------|----------|
|                                                                                                     | <b>COMPONENT</b> |          |          |
|                                                                                                     | <b>1</b>         | <b>2</b> | <b>3</b> |
| Royal Enfield has a long and rich history that adds to its brand appeal.                            |                  |          | .742     |
| The legacy of Royal Enfield makes it a more trustworthy and reliable motorcycle brand.              | .557             |          | .504     |
| Owning a Royal Enfield connects me to a tradition of classic motorcycling.                          | .840             |          |          |
| Royal Enfield has successfully preserved its heritage while adapting to modern times.               |                  |          |          |
| The heritage and legacy of Royal Enfield influence my preference for the brand over others.         | .611             |          |          |
| Owning a Royal Enfield reflects my personality and lifestyle choices.                               | .573             |          |          |
| Royal Enfield motorcycles align with my passion for adventure and exploration                       | .614             |          |          |
| Riding a Royal Enfield makes feel part of a unique biking community and culture.                    | .611             |          |          |
| Royal Enfield is influenced by the brand's association with freedom and self-expression.            |                  | .571     |          |
| Royal Enfield plays a significant role in shaping travel and leisure activities.                    | .595             |          |          |
| Royal Enfield's brand reputation significantly influences my decision to purchase.                  |                  | .509     |          |
| The performance and durability of Royal Enfield motorcycles were key factors in my buying decision. |                  | .696     |          |
| Royal Enfield's heritage and legacy influence me before making my purchase.                         |                  |          | .511     |
| Price and maintenance costs played a crucial role in my decision to buy a Royal Enfield.            |                  | .534     |          |

|                                                                                                                        |      |      |      |
|------------------------------------------------------------------------------------------------------------------------|------|------|------|
| Recommendations from friends, family, or online reviews influenced my decision to purchase a Royal Enfield motorcycle. |      | .574 |      |
| Royal Enfield delivers high-quality and durable motorcycles.                                                           |      |      | .796 |
| Royal Enfield motorcycles are reliable for long-distance and everyday rides.                                           | .620 |      |      |
| Royal Enfield provides good after-sales service and customer support.                                                  |      | .672 |      |
| Royal Enfield is a brand I can depend on for consistent performance and safety.                                        |      |      |      |
| Recommend Royal Enfield to others because of its trustworthiness.                                                      |      |      | .576 |
| Owning a Royal Enfield enhances my social status and prestige.                                                         |      |      | .727 |
| Royal Enfield represents a symbol of success and achievement for me.                                                   |      |      |      |
| Owning a Royal Enfield differentiates me from other motorcycle riders.                                                 |      |      | .589 |
| Riding a Royal Enfield makes me feel special and admired by others.                                                    |      |      |      |
| Royal Enfield is more than just a motorcycle; it reflects my aspirations and personal identity.                        |      | .745 |      |

## INFERENCE

### FACTOR 1:

Owning a Royal Enfield connects me to a tradition of classic motorcycling.

### FACTOR 2:

Royal Enfield is more than just a motorcycle; it reflects my aspirations and personal identity.

### FACTOR 3:

Royal Enfield delivers high-quality and durable motorcycles.

## 3. MULTIPLE REGRESSION:

TABLE : 4

| Model | R                 | R Square | Adjusted R Square | Std.Error of the Estimate |
|-------|-------------------|----------|-------------------|---------------------------|
| 1     | .675 <sup>a</sup> | .456     | .439              | .66603                    |

- Predictors: (Constant), Royal Enfield delivers high-quality and durable motorcycles. Owning a Royal Enfield connects me to a tradition of classic motorcycling. Royal Enfield is more than just a motorcycle; it reflects my aspirations and personal identity.
- Dependent Variable: Overall impact of brand heritage and lifestyle influence towards selection of Royal Enfield motorcycle.

## INFERENCE:

The model summary shows the R value as 0.456 and this is the percentage variation in overall impact of brand heritage and lifestyle influence towards selection of Royal Enfield motorcycle. The table also shows the adjusted R-square for the model as .439.

**TABLE : 5 (ANOVA)**

| ANOVA |            |                |    |             |        |                   |
|-------|------------|----------------|----|-------------|--------|-------------------|
| Model |            | Sum of Squares | Df | Mean Square | F      | Sig.              |
| 1     | Regression | 35.655         | 3  | 11.885      | 26.792 | .000 <sup>a</sup> |
|       | Residual   | 42.585         | 96 | .444        |        |                   |
|       | Total      | 78.240         | 99 |             |        |                   |

- a. Predictors: (Constant), Royal Enfield delivers high-quality and durable motorcycles, Owning a Royal Enfield connects me to a tradition of classic motorcycling, Royal Enfield is more than just a motorcycle; it reflects my aspirations and personal identity.
- b. Dependent Variable: Overall impact of brand heritage and lifestyle influence towards selection of Royal Enfield motorcycle.

**INFERENCE:**

The ANOVA table, as displayed in the above table shows the F ratio for the regression model that indicates the statistical significance of the overall regression model. The larger F ratio there will be more variance in the dependent variable that is associated with the independent variable. The F ratio = 26.792. The statistical significance is 0.000. There is a relationship between independent and dependent variable.

**TABLE : 6 (Coefficients)**

| Model                                                                                           | Unstandardized Coefficients |            | Standardized Coefficients | t     | Sig. |
|-------------------------------------------------------------------------------------------------|-----------------------------|------------|---------------------------|-------|------|
|                                                                                                 | B                           | Std. Error | Beta                      |       |      |
| (Constant)                                                                                      | 1.192                       | .351       |                           | 3.392 | .001 |
| Owning a Royal Enfield connects me to a tradition of classic motorcycling.                      | .317                        | .069       | .387                      | 4.606 | .000 |
| Royal Enfield is more than just a motorcycle; it reflects my aspirations and personal identity. | .231                        | .080       | .251                      | 2.879 | .005 |
| Royal Enfield delivers high-quality and durable motorcycles.                                    | .196                        | .076       | .227                      | 2.584 | .011 |

- a. Dependent Variable: Overall impact of brand heritage and lifestyle influence towards selection of Royal Enfield motorcycle.

**INFERENCE:**

From the above table it is inferred that the value given under the column B against Constant is the a-value (0.000). To determine if one or more of the independent variables are significant predictors of the overall Impact of brand heritage and lifestyle influence towards selection of motorcycle, we examine the information provided in the coefficient table. Out of 3 independent statement 3 statement are statistically significant. The significant value should less than 0.05

**SUGGESTION:**

To enhance Royal Enfield's market reach and customer satisfaction, the brand should focus on improving after-sales service through faster turnaround, proactive communication, and digital tracking for transparency. Introducing affordable financial plans for low-income groups with flexible EMIs can

make motorcycles more accessible in semi-urban and rural areas. Additionally, youth-oriented marketing campaigns emphasizing freedom, adventure, and individuality will attract students and young professionals. Together, these strategies will strengthen customer trust, satisfaction, and long-term brand loyalty.

### CONCLUSION:

The study emphasizes Royal Enfield's strong emotional ties with customers, especially younger riders who see the brand as part of their identity and lifestyle. Its legacy and classic design promote brand loyalty that transcends mere transportation, with motorcycles viewed as companions for adventure and self-expression. To enhance this connection, Royal Enfield should boost engagement opportunities while honoring its heritage and adapting to evolving preferences to maintain loyalty and admiration.

### SCOPE FOR FURTHER RESEARCH:

The study provides a foundation for understanding how brand heritage and lifestyle influence motorcycle selection. Future research can expand to other regions or compare Royal Enfield with rival brands to gain broader insights. Studies may also examine the impact of digital marketing and evolving consumer trends. Long-term analysis could further reveal how brand perception and lifestyle preferences change over time.

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