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Brand Awareness of Royal Enfield: Engagement of Customers In Social Media

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ABSTRACT

Social media promoting could be a sort of net promoting that involves making and sharing content on social media networks so as to realize promoting and disapproval goals. Social media promoting involves activities like posting text and image updates, videos, and alternative content that drives audience engagement, likewise as paid social media advertising. Royal Enfield launched one in every of its abundant hoped-for bike – Thunderbird500. The offline madness matched with on-line ballyhoo because the online community it's designed over the last 2 years had vastly helped in spreading the excitement. It saw a wonderful launch on social media with different strategies adopted to make it a success. One of the reasons for its social media success can be attributed to its huge online social presence. This paper aims to study the level of brand awareness created by the social media through a survey that was conducted particularly from male respondents directly using a structured questionnaire for the purpose of the study. The findings of the paper infer that social media is widely used by most of the respondents and particularly they follow the page of Royal Enfield through which they not only are informed about the brand but they also share and spread the information to others which is a sign of brand loyalty and its found that age has influence on respondents on using the social media sites whereas educational qualification has no influence.

KEYWORDS: social media, social media marketing, Royal Enfield, brand awareness ,social media.

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INTRODUCTION

Social media promoting (SMM) may be a type of net promoting that utilizes social networking websites as a promoting tool. The goal of SMM is to provide content that users can share with their social network to assist an organization increase complete exposure and broaden client reach.

One of the key elements of SMM is social media improvement (SMO). Like program improvement (SEO), SMO may be a strategy for drawing new and distinctive guests to a web site. SMO is completed a pair of ways: adding social media links to content, like RSS feeds and sharing buttons or promoting activity through social media by amendment statuses or tweets, or web log posts.

Brand awareness is that the level of client consciousness of an organization. It measures a possible customer's ability to not solely acknowledge a whole image, however to additionally associate it with an exact company's product or service.

Brand awareness is best unfold through each incoming and departing selling efforts. When competition in associate degree trade is high, whole awareness may be one amongst a business's greatest assets.

As the main bike created in Asian nation similar with expertise and recreation riding, Royal Enfield has all the a lot of as lately avoided customary broad communications business enterprise and has centered a lot of on building its image round the qualities that the whole remains for. Having a Cult standing the Royal Enfield bike is understood for its skillfulness, individualism and is worked to last. Seen as a machine in its terribly own category and similar with Leisure and Adventure; riding and schematization up the miles.

Imperial Enfield firmly advances relaxation cycling as some way of life and supports the Royal Enfield riders/proprietors to continue riding. In such manner, the organization composes yearly occasions and rides, for instance, the chain Odyssey, The Tour of Rann of tannin, The Tour of NH twenty seven the Tour of Rajasthan and therefore the Southern Odyssey. It likewise types out the Annual celebration of biking, Rider Mania in province that pulls in Royal Enfield riders from all over.

REVIEW OF LITERATURE

Vinodhini, Y¹ Indian Two-Wheeler Market is passing through a continuous upsurge in demand which is resulting in high production of motorcycles in order to arrest the attention of the target buyer and induce them to buy. Two-wheeler companies are introducing variants of high end

motorcycles that are made from youths 'perspective and these companies are mostly concentrating on certain unique attributes as essentials and latest technology in the making of these motorcycles. This article measures the factors and provides strategies that sustain motorcycle "Royal Enfield" buyer behavior.

Jha, M. et al, 2011² focused that the key success of automobile industry lies not only in having good products but also in being able to provide the customer with the level of service they desire. Because of increasing competitiveness in the Indian automobile Industry. Almost all manufacturers have invested valuable resource on customer satisfaction and product promotion as a tool of maximizing the sales and capturing the maximum market share. Moreover a large portion of society depends upon two-wheelers for transportation and travel, therefore the relationship between the customers and the market players must be established and explored to make the marketing effort fruitful and profitable. Advertising plays a major role in prompting the consumers to at least enquire about the product and on a optimistic note (Successful), to purchase the product. The present study too takes the initiative to understand the close relationship of advertising and the consumer behavior with a special reference to two-wheeler. Authors have tried to analyze the impact advertising can have on the buying behaviour of consumers in Two-Wheelers segment.

Hoyer, W. D. et al, 1990³ determined the results of a controlled experiment on the role of brand awareness in the consumer choice process showed that brand awareness was a dominant choice heuristic among awareness-group subjects. Subjects with no brand awareness tended to sample more brands and selected the high-quality brand on the final choice significantly more often than those with brand awareness. Thus, when quality differences exist among competing brands, consumers may "pay a price" for employing simple choice heuristics such as brand awareness in the interest of economizing time and effort. However, building brand awareness is a viable strategy for advertising aimed at increasing brand-choice probabilities.

Oh, H. 2000⁴ introduces a comprehensive customer value framework and tests an extended value model with lodging products. The extended value model in this study newly incorporates the concepts of brand awareness, as compared to brand or product class, and price fairness. Based on Baron and Kenny's guideline for mediation analysis, this study found the traditional customer value process to be useful for lodging research and marketing. In addition, brand awareness and price fairness concepts were found to play significant roles in the customer value process. The article includes discussions on both managerial and research implications.

Grewal, D. et al, 1998⁵ investigated that the issue of brand equity has emerged as one of the most critical areas for marketing management in the 1990s. Despite strong interest in the subject, however, there is little empirical evidence of how brand value is created and what its precise effects

are. This study explores some of the consequences of brand equity. In particular, the authors examine the effect of brand equity on consumer preferences and purchase intentions. For comparative purposes, two sets of brands are tested, one from a service category characterized by fairly high financial and functional risk (hotels), and one from a generally lower risk product category (household cleansers). Each set includes two brands that are objectively similar (based on Consumer Reports ratings), but they have invested markedly different levels of advertising spending over the past decade. Across both categories, the brand with the higher advertising budget yielded substantially higher levels of brand equity. In turn, the brand with the higher equity in each category generated significantly greater preferences and purchase intentions.

OBJECTIVE:

- To find the factors that influence brand awareness for Royal Enfield Trichy Region.
- To study the perception of customers towards Royal Enfield in Trichy region.
- To analyze the customers brand experience towards Royal Enfield Trichy region.

HYPOTHESIS SETTING

Hypothesis 1

H₀ (Null Hypothesis) ; There is no significance association between age and visiting social media sites.

Hypothesis 2

H₀ (Null Hypothesis) ; There is no significance association between age and hours spent on social media.

Hypothesis 3

H₀ (Null Hypothesis) ; There is no significance association between age and preference of social media.

Hypothesis 4

H₀ (Null Hypothesis) ; There is no significance association between educational qualification and visiting social sites.

Hypothesis 5

H₀ (Null Hypothesis) ; There is no significance association between educational qualification and engaged in Royal Enfield page in social media sites.

RESEARCH METHODOLOGY:

Research Design

Descriptive study

A Descriptive Design seeks to describe the current status of a variable or phenomenon. The researcher does not begin with a hypothesis, but typically develops one after the data is collected. Data collection is mostly observational in nature.

Data Collection Source

The study was conducted with primary data which was collected through the structured questionnaire from the respondents in Trichy region particularly from male respondents.

Methods of Data Collection

The data was collected through a structured questionnaire which was prepared based on the objectives and the variables that affect the study. The structured questionnaire consists of various types of questions like one end questions, closed end questions and Likert scale questions.

Sampling Design

The sampling design used was the non probability sampling (convenient and purposive sampling technique). The sample size of 30 was taken to conduct the pilot study and the reliability test was conducted using Cronbach Alpha analysis. Also the validity test was conducted using Factor Analysis.

Table 1: Reliability statistics

Reliability Statistics		
Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.926	.920	34

Statistical Tools Used

For the purpose of analysis and interpretation, the data collected from the questionnaires was analyzed using chi-square test and the percentage analysis was done.

The results of the chi-square test are as follows:

RESULT AND DISCUSSION

Hypothesis 1

H_0 (Null Hypothesis) ; There is no significance association between age and visiting social media sites.

Table 2: Chi-Square Tests for hypothesis 1

Chi-Square Tests

	Value	Df	Asymptotic Significance (2-sided)
Pearson Chi-Square	48.066 ^a	8	.000
Likelihood Ratio	21.457	8	.006
Linear-by-Linear Association	4.076	1	.044
N of Valid Cases	83		

a. 11 cells (73.3%) have expected count less than 5. The minimum expected count is .05.

Calculated Value = 48.066, Asymptotic Significance value = 0.000

The Asymptotic Significance value is lesser than 0.05. Hence H_0 is rejected and H_1 is accepted.

Therefore there is significance association between age and visiting social media sites.

Hypothesis 2

H_0 (Null Hypothesis) ; There is no significance association between age and hours spent on social media.

Table 3: Chi-Square Tests for hypothesis 2

Chi-Square Tests

	Value	Df	Asymptotic Significance (2-sided)
Pearson Chi-Square	27.262 ^a	12	.007
Likelihood Ratio	17.762	12	.123
Linear-by-Linear Association	5.351	1	.021
N of Valid Cases	83		

a. 16 cells (80.0%) have expected count less than 5. The minimum expected count is .02.

Calculated Value = 27.262, Asymptotic Significance value = 0.007

The Asymptotic Significance value is lesser than 0.05. Hence H_0 is rejected and H_1 is accepted.

Therefore there is significance association between age and hours spent on social media.

Hypothesis 3

H_0 (Null Hypothesis) ; There is no significance association between age and preference of social media.

Table 4: Chi-Square Tests for hypothesis 3

Chi-Square Tests

	Value	Df	Asymptotic Significance(2-sided)
Pearson Chi-Square	27.838 ^a	12	.006
Likelihood Ratio	30.359	12	.002
Linear-by-Linear Association	.640	1	.424
N of Valid Cases	83		

a. 15 cells (75.0%) have expected count less than 5. The minimum expected count is .27.

Calculated Value = 27.838, Asymptotic Significance value = 0.006

The Asymptotic Significance value is lesser than 0.05. Hence H_0 is rejected and H_1 is accepted.

Therefore there is significance association between age and preference of social media.

Hypothesis 4

H_0 (Null Hypothesis) ; There is no significance association between educational qualification and visiting social sites.

Table 5: Chi-Square Tests for hypothesis 4

Chi-Square Tests

	Value	Df	Asymptotic Significance (2-sided)
Pearson Chi-Square	9.384 ^a	6	.153
Likelihood Ratio	8.486	6	.205
Linear-by-Linear Association	1.397	1	.237
N of Valid Cases	83		

a. 8 cells (66.7%) have expected count less than 5. The minimum expected count is .14.

Calculated Value = 9.384, Asymptotic Significance value = 0.153

The Asymptotic Significance value is greater than 0.05. Hence H_0 is accepted and H_1 is rejected.

Therefore there is no significance association between educational qualification and visiting social sites.

Hypothesis 5

H_0 (Null Hypothesis) ; There is no significance association between educational qualification and engaged in Royal Enfield page in social media sites.

Table 6: Chi-Square Tests for hypothesis 5

Chi-Square Tests

	Value	Df	Asymptotic Significance (2-sided)
Pearson Chi-Square	2.822 ^a	3	.420
Likelihood Ratio	3.625	3	.305
Linear-by-Linear Association	.849	1	.357
N of Valid Cases	83		

a. 4 cells (50.0%) have expected count less than 5. The minimum expected count is .29.

Calculated Value = 2.822, Asymptotic Significance value = 0.420

The Asymptotic Significance value is greater than 0.05. Hence H_0 is accepted and H_1 is rejected.

Therefore there is no significance association between educational qualification and engaged in Royal Enfield page in social media sites.

FINDINGS

HYPOTHESIS	ASYMPTOTIC SIGNIFICANCE VALUE	RESULT	INFERENCE
1.	0.000	H ₀ is rejected and H ₁ is accepted.	Therefore there is significant association between age and visiting social media sites.
2.	0.007	H ₀ is rejected and H ₁ is accepted.	Therefore there is significant association between age and hours spent on social media.
3.	0.006	H ₀ is rejected and H ₁ is accepted.	Therefore there is significant association between age and preference of social media.
4.	0.153	H ₀ is accepted and H ₁ is rejected.	Therefore there is no significant association between educational qualification and visiting social sites.
5.	0.420	H ₀ is accepted and H ₁ is rejected.	Therefore there is no significant association between educational qualification and engaged in Royal Enfield page in social media sites.

CONCLUSION

From the study is concluded that the demographic variables influences the extent of brand awareness and perception regarding Royal Enfield through social media. As now a days mostly all the people use social media and engaged in various pages. This study used the interest of male respondents towards Royal Enfield in social media and is inferred that most of them are aware of this brand and like to share information about this brand in social media websites. From the study it was found that the age of the respondents has influence on the way and the hours spent on the social media sites. Also it was found that educational qualification does have any influence on the visiting the social media sites and engaging in Royal Enfield.

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