

# A Study on Consumers' Opinion Towards Entrepreneurial Spirit of the Royal Enfield Company

M. Kanaga<sup>1\*</sup> and D. Kathiravan<sup>2</sup>

<sup>1</sup>Assistant Professor, Department of Business Administration, Vidhyaa Giri College of Arts and Science, Pudukkottai - 630108, Tamil Nadu, India; kanagaphd@gmail.com

<sup>2</sup>Assistant Professor, Department of Economics, St. John's College, Tirunelveli - 627002, Tamil Nadu, India; dkathir1966@gmail.com

## Abstract

Entrepreneurship plays a dominant role in building a nation. The entrepreneurial traits help in the success of a business. Every entrepreneur must possess certain qualities that enable to devise a strategy in project implementation. The increase in entrepreneurs will help in the development of people, their standard of living, and sustenance. The most important entrepreneurial trait that is commonly required for a successful entrepreneur is innovation. Innovativeness along with other entrepreneurial traits will ultimately lead to success. In this regard, the present study on Consumers' opinion towards the entrepreneurial spirit of the Royal Enfield Company has been undertaken in Shivamogga city of Karnataka state. For this purpose, a total of 100 respondents are selected by adopting the convenience sampling method. The selected respondents are given a questionnaire and their responses regarding various aspects relating to the entrepreneurial spirit of the Royal Enfield Company are collected. The statistical tools namely simple percentage analysis and correlation analysis are used for analyzing the data. It is concluded that the relationship between inclusive leadership, employee trust, and organizational citizenship behavior is significant.

**Keywords:** Consumer Behavior, Entrepreneurship, Inclusive Leadership, Organisational Citizenship Behavior

## 1. Introduction

The service sector has a significant contribution to the overall development of an economy. Among the several service industries, the transport industry is noteworthy as it contributes towards the infrastructure of the country. In the transport industry, almost all people own two-wheelers to lead their day-to-day lives. There are many companies manufacturing two-wheelers. Royal Enfield is one such company which is very oldest. It has brought out its own motorcycle with certain advancements. As the competition is very high, it is essential for the company to understand the satisfaction level of consumers towards their product. Further, the knowledge of organizational citizenship behavior, leadership, and employee trust will enable the company to self-assess entrepreneurial spirit within themselves. In this context, the study analyses the socio-economic profile of the respondents, the

relationship between inclusive leadership, organizational citizenship behavior, and employee trust at the Royal Enfield Company in Shivamogga City of Karnataka State.

## 2. Review of Literature

Gorgievski *et al.*,<sup>1</sup> found that entrepreneurial values recognized the aims of entrepreneurship on the basis of their needs and standards of entrepreneurial behaviour. Hence, college students undertook activities depending on entrepreneurial needs. Kruse *et al.*,<sup>2</sup> concluded that entrepreneurship was included as an innovation process. The successful entrepreneurs were also considered as innovators. Further, the entrepreneurial spirit could impart some guidance against the challenges faced by college students in entrepreneurship. Sanchez *et al.*,<sup>3</sup> noted that entrepreneurship denoted the new venture and process involved in new career exploration. Calza

\*Author for correspondence

*et al.*,<sup>4</sup> considered entrepreneurship based on the dimension of entrepreneur value, national value, and social value. Poblete<sup>5</sup> concluded that the success of entrepreneurs depended on social responsibility and the entrepreneurial values helped in the process of entrepreneurship. Wang *et al.*,<sup>6</sup> found that individual differences could be identified with personalized education. The comprehensive national power would be measured with innovative and entrepreneurial talents. The study concluded that the creativity and subjectivity of students should be understood to make them successful entrepreneurs in the future.

### 3. Objectives of the Study

- To gather information about the socio-economic conditions of the consumers in the geographic region of Shivamogga in Karnataka state.
- To analyze the relationship between organizational citizenship behavior, employee trust, and inclusive leadership.
- To provide suggestions, for improving entrepreneurial traits thereby increasing sales.

### 4. Research Methodology

The research employs a non-probability research design and is descriptive in nature. The data has been gathered from 100 respondents by adopting convenience sampling technique. The study makes use of primary data which are collected by a well-framed questionnaire and the secondary data from printed materials.

### 5. Analysis and Discussion

#### 5.1 Socio-economic Profile of the Respondents

The socio-economic details of the respondents have been studied by considering gender, marital status, age, education, and occupation. The responses given are analyzed by using simple percentage analysis. The details are given in Table 1.

It is understood from Table 1 that a maximum of 60% considered in the study are male and the remaining 40% belong to the female category. Table 2 reveals the distribution of the respondents based on marital status.

**Table 1.** Gender wise distribution

Gender	No. of Respondents	Percentage
Male	60	60
Female	40	40
<b>Total</b>	<b>100</b>	<b>100</b>

Source: Primary data

**Table 2.** Marital status-wise distribution

Marital Status	No. of Respondents	Percentage
Married	20	20
Unmarried	80	80
<b>Total</b>	<b>100</b>	<b>100</b>

Source: Primary data

It is clearly noticed from Table 2 that a maximum of 80% are unmarried and 20% are married. The distribution based on age group is revealed in Table 3.

**Table 3.** Age-wise distribution

Age	No. of Respondents	Percentage
Below 30 years	62	62
30 - 40 years	24	24
Above 40 years	14	14
<b>Total</b>	<b>100</b>	<b>100</b>

Source: Primary data

Table 3 portrays that the majority of 62% are below 30 years of age, 24% belong to 30-40 years of age and 14% are above 40 years of age. The educational qualification-wise distribution is depicted in Table 4.

It is portrayed in Table 4 that, 6% are educated up to SSLC, 15% of the respondents are educated up to PUC, 69% are graduates and 10% are post-graduates. Table 5

**Table 4.** Educational qualification-wise distribution

Educational Qualification	No. of Respondents	Percentage
S.S.L.C	6	6
PUC	15	15
Graduate	69	69
Post Graduate	10	10
<b>Total</b>	<b>100</b>	<b>100</b>

Source: Primary data

**Table 5.** Occupational status-wise distribution

Occupational Status	No. of Respondents	Percentage
Professional	6	6
Business	10	10
Government Employee	12	12
Student	70	70
Others	4	4
<b>Total</b>	<b>100</b>	<b>100</b>

Source: Primary data

gives the occupational status wise distribution of the respondents.

It is revealed from Table 5 that a high proportion of 6% are professionals, 10% are doing business, 12% are government employees, 70% are students and 4% of them belong to other occupational group like housewives and agriculturists.

## 5.2 Relationship between Inclusive Leadership and Organizational Citizenship Behavior

The relationship between important entrepreneurial traits namely inclusive leadership and organizational citizenship behavior has been analyzed by framing the following null hypothesis and the same is tested with correlation analysis. Tables 6 and 7 give the details of the findings.

$H_0$ : Inclusive leadership and organizational citizenship behavior are not related to each other.

**Table 6.** Inclusive leadership and organizational citizenship behavior - Descriptive statistics

Variables	Mean	Std. Deviation	N
Inclusive Leadership	39.3727	4.87054	100
Organizational Citizenship Behavior	67.3364	8.46501	

Table 6 shows the mean and standard deviation of the variables considered. Table 7 reveals that the correlation between Inclusive Leadership and Organizational Citizenship Behavior is .282 (p-value = .003) which shows a positive correlation. It implies that with effective

**Table 7.** Relationship between inclusive leadership and organizational citizenship behaviour

		Inclusive Leadership	Organizational Citizenship Behavior
<b>Inclusive Leadership</b>	Correlation	1	.282**
	p-value	-	.003
	N	100	100
<b>Organizational Citizenship Behavior</b>	Correlation	.282**	1
	p-value	.003	-
	N	100	100
**Significant at 1% level			

Source: Primary data

inclusive leadership, organizational citizenship behavior will also improve.

## 5.3 Relationship between Organizational Citizenship Behavior and Employee Trust

The correlation between organizational citizenship behavior and employee trust has been analyzed by framing the following null hypothesis and the same is tested with correlation analysis. Table 8 gives the details of the findings.

$H_0$ : Organizational citizenship behavior and employee trust are not related to each other.

**Table 8.** Relationship between organizational citizenship behavior and employee trust

		Organizational Citizenship Behavior	Employee trust
<b>Organizational Citizenship Behavior</b>	Correlation	1	.382**
	p-value	-	.000
	N	100	100
<b>Employee Trust</b>	Correlation	.382**	1
	p-value	.000	-
	N	100	100

\*\*Significant at 1% level

It is evident from Table 8 that the correlation between organizational citizenship behavior and employee trust is 0.382 (p-value = .000) which shows a positive correlation.

This shows that the relationship between organizational citizenship behavior and employee trust is noteworthy. Hence, the null hypothesis is rejected. This proves that effective organizational citizenship behavior will have a positive reflection on employee trust.

## 6. Conclusion

The two-wheeler market is a very big market in the economy. New brands are emerging quite often. In this situation, the existing companies are facing tough competition for their successful existence. Even though customers are the king in the market, beyond customer satisfaction, it is also essential for the companies to have loyal employees and entrepreneurial traits possessed by the owners of the company will decide the active management of the company. In this context, the present study considered the study of entrepreneurial traits of the Royal Enfield Company. The findings revealed that the traits namely organizational citizenship behavior, inclusive leadership, and employee trust are related to each other. Hence, it is imperative for the management of the company to be aware of the satisfaction level of the employees so that they can work with a sense of belongingness thereby giving a hand in the development of the company.

## 7. References

1. Gorgievski MJ, Stephan U, Laguna M, Moriano JA. Predicting Entrepreneurial Career Intentions: Values and the Theory of Planned Behavior. *Journal of Career Assess.* 2019; 26:457-475. <https://doi.org/10.1177/1069072717714541>
2. Kruse P, Wach D, Costa S, Moriano JA. Values Matter, Don't They—Combining the Theory of Planned Behavior and Personal Values as Predictors of Social Entrepreneurial Intention. *Journal of Social Entrepreneurship.* 2019; 10:55–83. <https://doi.org/10.1080/19420676.2018.1541003>
3. Sanchez EA, Fernandez J, Romero I. Personal Values and Entrepreneurial Attitude as Intellectual Capital: Impact on Innovation in Small Enterprises. *Amfiteatru Econ.* 2019; 20:771–787. <https://doi.org/10.24818/EA/2018/49/771>
4. Calza F, Cannavale C, Nadali IZ. How do Cultural Values Influence the Entrepreneurial Behavior of Nations? A Behavioral Reasoning Approach. *International Business Review.* 2020; 29:101725. <https://doi.org/10.1016/j.ibusrev.2020.101725>
5. Poblete C. Growth Expectations Through Innovative Entrepreneurship: The Role of Subjective Values and Duration of Entrepreneurial Experience. *International Journal of Entrepreneurial Behaviour Research.* 2020; 86:96–100. <https://doi.org/10.1108/IJEBR-03-2017-0083>
6. Wang S, Supratikno H, Ugut G, Bernarto I, Antonio F, Hasbullah Y. The Effects of Entrepreneurial Values and Entrepreneurial Orientation, With Environmental Dynamism and Resource Availability as Moderating Variables on the Financial Performance and Its Impacts on Firms' Future Intention. *Management Science Letter.* 2021; 11:1537–1548. <https://doi.org/10.5267/j.msl.2020.12.019>