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## “CULT BRAND” WITH SPECIAL REFERENCE TO ROYAL ENFIELD BIKES

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### ABSTRACT

A **CULT** is group of people defined by a "religious" devotion to something — often a self-appointed leader. Most people view cults as strange and frightening because cults have, over the years, done some strange and frightening things, including murders and mass suicides. Sometimes, too, you'll see *cult* used as an adjective to describe something or someone with a small, devoted fan-base. John Water's movies are cult favorites, adored by a select group of film lovers but not by the public at large. An type of huge emotional attachment towards something or someone is termed as Cult. In the United States there are cult groups especially for products and services. Apple and Harley Davidson are some of the examples. Here in India Royal Enfield Bikes have captured the hearts of the people especially the youth. Many boys as well as girls have bought the Royal Enfield bullet. Royal enfield bikes have become a sensation and a devotion like thing for the people who have it. Therefore the researcher has attempted to study on Cult Branding especially on Royal Enfield Bikes.

Key Words – Cult, Brand, Royal Enfield

### INTRODUCTION

Marketing is the action or business of promoting and selling products or services, including market research and advertising. A product can be either tangible or intangible service that fulfils a need of consumers. Whether you sell custom pallets and wood products or provide luxury accommodations, it's imperative that you have a clear grasp of what exactly what your product is and what makes it unique before you can successfully market it. Once a concrete understanding of the product offering is established, we can start making some pricing decisions. Price determinations will impact profit margins, supply, demand and marketing strategies. Similar (in concept) products and brands may need to be positioned differently based on varying price points, while price elasticity considerations may influence our next two Ps.