

A STUDY ON CUSTOMER SATISFACTION AT ROYAL ENFIELD CHENNAI

Submitted in partial fulfillment of the requirements for the award of

Bachelor of Commerce

by

JEEVA S

40740130



SCHOOL OF MANAGEMENT STUDIES

SATHYABAMA

**INSTITUTE OF SCIENCE AND TECHNOLOGY
(DEEMED TO BE UNIVERSITY)**

**Accredited with Grade "A" by NAAC | 12B Status by UGC | Approved by AICTE
JEPPIAAR NAGAR, RAJIV GANDHI SALAI, CHENNAI - 600 119**

APRIL - 2023



SATHYABAMA

INSTITUTE OF SCIENCE AND TECHNOLOGY

(DEEMED TO BE UNIVERSITY)

Accredited "A" Grade by NAAC | 12B Status by UGC | Approved by AICTE

www.sathyabama.ac.in

DEPARTMENT OF BUSINESS ADMINISTRATION

BONAFIDE CERTIFICATE

This is to certify that this Project Report is the bonafide work of JEEVA S (40740130) who carried out the Project Training at **Royal Enfield** under our supervision for a period of 3 months from January 2023 to March 2023.

Dr. R. Thamilselvan
Internal guide

Shree Lal
External Guide

SCHOOL OF MANAGEMENT STUDIES
SATHYABAMA
INSTITUTE OF SCIENCE AND TECHNOLOGY
(Deemed to be University)
K. J. Somaiya Nagar, Rajiv Gandhi Sala,
Chennai-600 119
Dr. BHUVANESHWARI C, MBA, PhD
Dean – School of Management Studies,

Submitted for Viva Voce Examination held on 08.05.2023

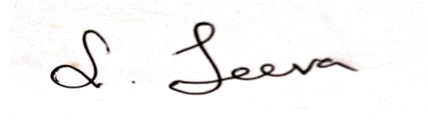
Internal Examiner

External Examiner

DECLARATION

I JEEVA S (40740130) hereby declare that the Project work done by me under the guidance of Dr. R.Thamilselvan (Internal) and Mr. Shree Lal (External) at Royal Enfield at CHENNAI is submitted in partial fulfillment of the requirements for the award of Bachelor of Commerce.

DATE: 29.04.2023

A handwritten signature in black ink, appearing to read 'J. Seena', is written on a light-colored, slightly textured rectangular piece of paper.

PLACE: CHENNAI

SIGNATURE OF THE CANDIDATE

ACKNOWLEDGEMENT

I am pleased to acknowledge my sincere thanks to Board of Management of **SATHYABAMA** for their kind encouragement in doing this project and for completing it successfully. I am grateful to them.

I convey my thanks to **Dr. G. Bhuvaneswari, MBA., Ph.D., Dean - School of Management Studies** and **Dr. A. Palani, M.Com., M.Phil., M.B.A., Ph.D., Head of the Department, Dept. of Business Administration** for providing me necessary support and details at the right time during the progressive reviews

I would like to express my sincere and deep sense of gratitude to my Project Guide **Dr. Thamilselvan M.Com, MBA, M.Phil., B.Ed., Ph.D., professor school of management studies**, Sathyabama institute of science and Technology, Chennai for his for his valuable guidance, suggestions and constant encouragement paved way for the successful completion of my project work.

I wish to express my thanks to all Teaching and Non-teaching staff members of the **Department of Business Administration** who were helpful in many ways for the completion of the training.

JEEVA S

ABSTRACT

Customer perception is an indispensable component of the Marketing function and it can be simply defined the number of customers, or percentage of total customers, whose reported experience with a firm, its products, or its services exceeds specified satisfaction goals. The Objective is to study on the level of satisfaction among the customers and to evaluate the customer's opinion towards the Royal Enfield and suggest some improvements that can be helpful for the development of the organization. The research design adopted for this study is descriptive design. Data contains primary data and secondary data. Analysis is done on various perspective such as customer's perceptions, expectation of the customer's, opinion regarding the ROYAL ENFIELD.

Key words: Customer perception, Expectation, Watch, Product, Price, Design.

TABLE OF CONTENTS

CHAPTER NO	NAME OF THE TOPIC	PAGE NO
1.	INTRODUCTION	
	1.1-Introduction.	1
	1.2 Industry profile.	2
	1.3- Need of the study.	6
	1.4-Scope of the study and its objectives.	6
	1.5-Hypothesis.	6
2.	LITERATURE REVIEW	7
3.	RESEARCH FRAMEWORK	
	3.1- Research Design	10
	3.2- Research methodology	10
	3.3- Data collection	10
	3.4- Sampling techniques	11
	3.5- Period of the study	11
	3.6- Structure of the questionnaire	11
	3.7- Tools for analysis	11
4.	ANALYSIS AND INTERPRETATION	
	4.1- Percentage analysis	12
5.	FINDINGS, SUGGESTIONS AND CONCLUSION	
	5.1- Findings	40
	5.2- Suggestions	42
	5.3- Conclusion	43

LIST OF TABLES

TABLE NO.	PARTICULARS	PAGE NO.
1	Table no 4.1.1 Age of the respondents	12
2	Table no 4 .1.2: Time period of respondents	14
3	Table no 4.1.3: Model of royal Enfield respondents like	16
4	Table no 4.1.4: Bike Features liked by respondents	18
5	Table no 4.1.5: Experience of ride by respondents	20
6	Table no 4.1.6: Satisfaction level of respondents	22
7	Table no 4.1.7: Table no 4.1.7: Satisfaction of respondents on bike mileage	24
8	Table no 4.1.8: Bike performance Satisfaction of respondents	26
9	Table no 4.1.9: Suggestion on bike improvement by respondents	28
10	Table no 4.1.10: Warranty service satisfaction by respondents	30
11	Table no 4.1.11: Model Satisfaction of respondents	32
12	Table no 4.1.12: Bike recommendation of respondents	34
13	Table no 4.1.13: Satisfaction of respondents on service advisors	36
14	Table no 4.1.14: Overall Satisfaction of respondents	38

LIST OF CHARTS

CHART NO.	PARTICULARS	PAGE NO.
1	Graph no: 4.1.1 : Age of the respondents	13
2	Graph no: 4.1.2 : Time period of respondents	15
3	Graph no: 4.1.3 : Model of royal Enfield respondents like	17
4	Graph no: 4.1.4 : Bike Features liked by respondents	19
5	Graph no: 4.1.5 : Experience of ride by respondents	21
6	Graph no: 4.1.6 : Satisfaction level of respondents	23
7	Graph no: 4.1.7 : Satisfaction of respondents on bike mileage	25
8	Graph no: 4.1.7: Bike performance Satisfaction of respondents	27
9	Graph no 4.1.9: Suggestion on bike improvement by respondents	29
10	Graph no 4.1.10: Warranty service satisfaction by respondents	31
11	Graph no 4.1.11: Model Satisfaction of respondents	33
12	Graph no 4.1.12: Bike recommendation of respondents	35
13	Graph no 4.1.13: Satisfaction of respondents on service advisors	37
14	Graph no 4.1.14: Overall Satisfaction of respondents	39

CHAPTER 1 INTRODUCTION

1.1 Introduction:

Since the Lambretta scooter was replaced with the flurry of exciting two-wheeler model Indian two-wheeler business has seen a remarkable change in the way they observe the Indian market place. India has now developed into the second largest manufacturer of two-wheelers in the world. Currently there are around ten two-wheeler manufacturers in the country. and they are Mahindra, Royal Enfield, Bajaj, Hero, Honda Suzuki, TVS, and Yamaha.

The two-wheeler industry can be divided into motor cycles, scooters, electric scooter and mopeds. The buyer has changed his preference from mopeds to scooters and then to motor cycles. The trends seen in the past few years females progressively using two-wheelers and various two wheeler manufacturers designing vehicles specially to furnish to desires of this segment. Last decade saw Bajaj taking an important decision to stop production of Scooter and completely focus on motor cycles, especially asserting change in consumer S preference. The consumers are port without a choice in most cases than to migrate from the old-style scooters of the Indian family to the youthful bikes that one's son rides to college.

With expanding earnings and acquiring intensity of the regular Indian, the interest in bikes in the section has expanded considerably. There additionally have been persistent indications of developing of the market when the producers responded by thinking of advancements, getting consideration of potential purchasers and some of the time making another class of customers or adjusting the inclinations and states of mind of existing buyers.

1.2 INDUSTRY PROFILE:

Royal Enfield is An Indian multinational motorcycle manufacturing company headquartered Chennai, Tamil Nadu, India. The company is the oldest global motorcycle brand in continuous production, and operates manufacturing plants in Chennai in India. The first Royal Enfield motorcycle was built in 1901 by the Enfield Cycle Company of England, which was responsible for the design and original production of the Royal Enfield Bullet, the longest-lived motorcycle design in history.¹ Licensed from Royal Enfield by the indigenous Indian Madras Motors, the company is now a subsidiary of Eicher motor limited, an Indian automaker. The company makes classic-looking motorcycles including the Royal Enfield Bullet, Classic 350, Meteor 350, Classic 500, Interceptor350, Continental and many more. Royal Enfield also make adventurous and off roading motorcycles like Himalayan. Their motorcycles are equipped with Single-cylinder and twin-cylinder engines. First produced in 1901, Royal Enfield is the oldest motorcycle brand in the world still in production, with the Bullet model enjoying the longest motorcycle production run of all time.

Royal Enfield is a well-known automobile company that primarily deals in manufacturing of motor cycles. Apart from that, it produces lawnmowers, stationery engines and riles. The company's motto, "Made Like A Gun", reflects its weapon making legacy. Royal Enfield is a company based in India with its headquarters in Chennai. company was founded as Enfield Manufacturing Company Limited in 1890. It produced its first ever bike under the brand name of 'Royal Enfield' in the same year in Redditch, Worcestershire, England. Albert Eadie and Robert Walker Smith were the founders of Enfield Manufacturing Company Limited that ceased to exist after 1971.

About Royal Enfield Ltd. India

Although Enfield sold its first bike in India in 1949, it was not before 1955 that India's on Royal Enfield manufacturing establishment came into existence. In 1955, redditch Company and Madras Motors became partners and formed Enfield India, which is currently based in Chennai. The present-day Royal Enfield company is a subsidiary of the Indian automobile stalwart Eicher Motors Limited. Mr. Siddhartha Lal is the CEO of Royal Enfield India. Royal Enfield has been\ the most trusted high capacity bike and the most favorite of the Indian government for the past six decades. The Government of India had a requirement of a powerful, high capacity, strong and reliable vehicle for the Indian Army and Indian Police for patrolling purposes. Royal Enfield was the name the Indian government counted on. In 1965, 800 350cc Royal Enfield Bullet model units were ordered by the Government of India. The original Enfield Manufacturing Company Limited went defunct in 1971; however, Enfield India just kept on growing in stature and repute.

Royal Enfield plants

Royal Enfield has one manufacturing and assembly facility in Chennai, Tamil Nadu. This manufacturing plant has been functional since 1955 and still produces the Royal Enfield Bullet 350cc and 650cc models.

List of models produced at plant:



Super meteor 650



Hunter 350



Scram 411



Meteor 350



Himalayan 411



Interceptor 650



Continental GT 650



Bullet 350



Bullet 350 ES



Classic 350

1.3 Need of the study

- To find the motivational factors to purchase a royal enfield product.
- To understand the customer psychology on choosing the product or service, so that easily the product can be positioned.
- To know the customer perception towards Royal Enfield and other competitors.

1.4 Scope of study and its Objectives

1.4.1 Scope of the study:

This investigation incorporates customer's reactions and mindfulness towards the brand items and administrations of Royal Enfield. The outcomes are restricted by the example measure 100 and in this way the conclusion of just chosen shoppers will think about. Basically, this investigation will be led in Sangli District and the degree is constrained. Shopper fulfilment is exceptionally fundamental factor for the achievement of any organization. Fulfilled buyers are the benefits of the organization. The outcomes are constrained by the numbers and are not the slightest bit thorough, yet just fill in as in sign or a pilot consider for a comparable report that might be performed on a copious bigger scale.

1.4.2 Objectives of the study

- To know about the experience after purchase relating to various parameters; (bike performance, Service, mileage etc.).
- To determine the factors that affect the Satisfaction of a Bullet user.
- To understand overall performance of Royal Enfield bike.

1.5 HYPOTHESIS

Ho: There is no significant relationship between customer satisfaction and rate of fuel consumption of the royal Enfield.

CHAPTER 2

REVIEW OF LITERATURE

(Mr.Faisal. T, August 2014, pp. 154-166)

A Study on customer Satisfaction Towards Roval Entield with Special relevance Malappuram District "By the Study entitled "A Study on client Satisfaction Towards Royal Enfield with Special relevance Malappuram District was undertaken with the target or sorting out customer S satisfaction level on Royal Enfield bikes. Here adopted appropriate methodology for information assortment and analvsis, Its clear from the studv that the toremost customers of Rovallnheld square measure extremely glad in most areas offered by Royal Enfield. And most majorities among the lad customers square measure delighted customers. This study reveals that by method of reducing the lead-time, rising fuel potency, service and advertising and by introducing new models capable to vie with the freshers within the market, Royal Enfield will simply build the total customers into extremely delighted customers.

(G.Gopalakrishnan, 2018, pp. 94-100).

"A Study on Service Quality in Royal Enfield showroom, Chennai." This analysis examines Service quality satisfactions within the showroom. First, it analyses the speculation regarding service quality conceptualization. Then a modifv SERVQUAL instrument is developed and add lied to the showroom victimization as subject one amongst the businesses. 5 service dimensions are identified: READINESS dependability, TRUST, COMFORT, SECURITY, and ACCESS. They're examined in terms of their impact of customers' overall quality satisfaction and their temperament to advocate the firm to an admirer. These variables are found to be affected heavily by 2 dimensions: trust and luxury, this investigation's main conclusion is that SERVQUAL could be a smart beginning base to quantitiv service qualitv. however it's neither of general nor of directapplication. The SERVQUAL instrument would want some changes to suit every scenario. Nopromoting is required if it merely suggests that discounting. Sell services through quality.

(Kumar & Selvi, 2018 Pp. 456-465)

"A Study on Interactive Marketing Communication Tools and Brand Knowledge with Special Reference to Royal Enfield Bike Owners" It shows us IMC tools such as Mobile app pop-ups, social net working and email marketing have influence on brand knowledge of Royal Enfield bike owners. So, it IS concluded that the company must concentrate more on IM tools in reaching customers. At the same time IMC tools such as Blogs. widgets and tele marketing have no signiticance influence on brand knowledge of Roval Entield bike owners. This indicates that these tools are not official and hence mISS- leading advertisement creates false Image of the advertisement that deviate the minds of the consumers about the Roval Enfield bike. Hence the Royal Enfield company should try to give more appealing advertisement in an authorized way to create the stronger and knowledge about their product to the consumers.

(Mr. Debasis Tripathy, 2014, pp. 52-58)

"A Study on Consumer Perception Towards Two-Wheeler Bikes." This study is based to identify the consumer satisfaction of bike owners who are using the two-wheeler Bikes at Allahabad, city of Uttar Pradesh. The study concludes that Honda and Bajaj show maximum satisfaction whereas TVS remains last.

(Deepika, 2015, pp. 260-264)

"A Study on consumer Satisfaction of a particular Branded 2 Wheelers In South Coimbatore. within the gitt era, client is that the Centre purpose of all the selling activities and everyone the players within the market try to carry their place within the minds of the customers. Their satisfaction plays a necessary role for the success of any business. disapproval is around for hundreds of years to spot and differentiate the products and services of 1 producer from those of another. Its the dear assets of a busmess. The brandslike, mero.V, Szk, Ba, Mahindra, Royal Enfeld and Yamaha are the popular brands within the 1wo-wheeler industry during this scenery the study has been undertaken to check the satisfaction level of the shoppers towards chosen branded ~ wheelers in south Cbatre town.

(Ahmed, Ramachandra, & Reddy, 2014, pp. 218-226)

on consumer Satisfaction Level of Roval Entield Bullet." This study on chant satistaction is being related to one in ever of the leading two-wheeler company the Roval Entield within the following paragraph a quick note on the matter that has been undertaken because the subject material is explained. during this project report. we are going to resolve the satistaction level of the Royal Entield Bullet owner in metropolis town. the matter its facing within the gitt market. This project evaluates the assorted factors that keep the chient glad. It additionally evaluates the assorted factors that influence a client to shop for the bullet. whereas choosing a bullet numerous side that has got to run a plan with reference to complete image, Color, Fuel-efficiency, Technology used, etc. A form was designed to conduct a survey and theretore the intormation thus collected from acceptable respondents was analyzed employing an applied mathematics package known as JPS5 and a unidirectional analysis of variance check was done to check the hypothesis.

(Antony & CibyThomas, 2017, pp. 626-631)

A Study on Factors Influencing Purchase Intention of Consumers Towards Two Wheelers" Purchase intention could be a commit to purchase a decent or service within the future. Makers should bear in mind of the acquisition intention of customers to supply and position their product dung an extremely competitive market. Two-wheeler automobile market of Bharat is one amongst best market within the world and has emerged into one amongst the most important automobile markets within the world. Purchase intention of customers depends on man factors This study aims to explore the factors influencing the acquisition intention of customers towaras two-wheelers.

(Hoda, 2015, pp. 25-32)

"A Study Analyzing the Satisfaction of Youngsters in Making Purchase Decision of Bikes or Scooters in And Around Landran Near Mohali." The Asian country two-wheeler business has returned great distance since its humble starting in 1948 once Bajaj motorcar started commerce and merchandising Vespa Scooters in India. Since then, the client preferences have modified in favor of motorevels and earless scooters that score higher on technology, fuel economy and aesthetic attractiveness, at the expense of metal-bodied in gear scooters and mopeds. These changes in client preferences have had a bearing on fortunes of the players. Scooters used to dominate Indian roads a few decades ago. In 1996, their market share fell but still they had almost half of two-wheeler sales while of motorevles, it stood at around 30 per cent. By 2006, the reversal was dramatic. The industry expects an upswing in Scooters to about 30 per cent in four or five years which could further scale up to 35 to 40 per cent. Scooters market share is already at 35 per cent in the urbanized states - Karnataka, Maharashtra and Gujarat. Urbanized implies good urban road infrastructure, a significant number of working women etc.

(Franklin & Selvi, 2017, pp. 1-6)

Consumer Satisfaction towards Two Wheelers Between Hero and Bajaj - A Comparative Study This research work is an earnest attempt to know the factors that influence the public for their preference on using the Bike. All findings and suggestions made during study are supported by the researches during the period of research. It is hoped that the study would highlight the fields of marketing strategy followed by the companies. If the suggestion is implemented, there will be great reward for the project as well as it will be helpful for the automobile industries for their further activities. Today when consumers are more educated and more capable to purchase the luxuries for themselves. and... competition is very high in the market. then if any company wants to stand in the market its mandatory to analyze the market and consumers more to me. Otherwise It is not easy for the companies to cope up with the challenges of the market. And the two wheelers are playing the more important in every people's life in India. Therefore, the researcher had an effort to analyze the consumer preference towards the Two Wheelers between Hero and Bajaj a comparative study in Madurai City.

(Todalbagi, 2017, pp. 55-63)

Passion to Profits: What Makes Royal Enfield larger Than Harley Davidson?" vital to prosperous turnaround has been a robust and hot leadership with a transparent vision and focus with daring choices to reinvent the corporate in each side to create it a sturdy growth engine. This has been more supported by robust business strategy with consumer initial and complete building to form a traction within the market and distinctive client expertise for motor cycle possession. Company has created a big-time investment to make capabilities in product style, state of the art producing facilities, retail format and best in school world talent from the trade with a transparent focus and long goal.

CHAPTER III

RESEARCH FRAMEWORK

3.1 Research Design

Research design adopted for this research is "Descriptive Research. The data was collected through web link. It includes surveys and fact-finding enquires of different kinds. The major purpose of descriptive research is description of the as it exists at present.

3.2 Research Methodology

This research is an empirical paper which has been written after doing an exhaustive literature review of several similar papers. A primary and descriptive research was done with a sample size of 100 customers using the random sampling technique, A structured questionnaire was prepared for data collection and the responses were analysed using SPSS software. The hypothesis was tested using Chi-square test.

3.3 Data collection

3.3.1 : Primary Source:

The Primary source of collecting data for research is Structured, standardized questionnaire for customers of Royal Enfield

3.3.2 :Research Technique:

In this study the survey method is used as a research technique. This method helps Obtain right information from respondents.

3.3.3: Secondary source

In this study the secondary data is collected from the following sources.

1. Company website.
2. research papers.
3. reports of the company.
4. magazines of the company.
5. books on marketing and research methodology.

3.4 Sampling Technique

Survey area chose as a district chennai. Sample size was taking as One Hundered respondents and the sample units are customers. Type of research used is descriptive reasearch the main research tool was questionnaire and the type of data was primary and secondary data.

3.5 PERIOD OF THE STUDY

The period of time taken to conduct survey and prepare the research paper is a 3 months.

3.6 STRUCTURE OF QUESTIONNAIRE

In this study, the primary data is collected through questionnaire from the respondents directly and online google form. A questionnaire consists of a number of questions printed or typed in a definite order on a form. Here, open ended and close ended questions; rank order and rating scale are used in the questionnaire.

3.7 TOOLS FOR ANNALYSIS

3.7.1 PERCENTAGE METHOD:

$$\text{Percentage of Respondents} = \frac{\text{Number off respondents}}{\text{Total respondents}} \times 100.$$

3.7.2 TESTING OF HYPOTHESIS:

The statistical test, in which the test statistics follow a chi-square distribution, is called the chi-square test. Therefore, chi-square test is a statistical test, which tests the significance of difference between observed frequencies and the corresponding theoretical frequencies of a distribution, without any assumption about the 15 distributions of the population. Chi-square test is one of the simplest and most widely used non-parametric test in statistical work. This test was developed by Prof. Karl Pearson in 1900.

CHAPTER IV ANALYSIS AND INTERPRETATION

4.1 PEERCENTAGE ANALYSIS:

Table No 4.1.1 Age of the respondents

Age groups	Respondents	Percentage (%)
18	8	8.00%
20	12	12.00%
22	37	37.00%
30	4	4.00%
others	39	39.00%
total	100	100%

SOURCE: primary data.

INTERPRETATION:

According to the above table 37 Respondents are in age group 22 and 12 Respondents are in age group in 20. It is inferred that most of the royal Enfield users are age group 22 and Adults in the age group 20 are generally not preferring Royal Enfield bike.

INFERENCE: Majority 37 respondents are in age group of 22.

Graph no: 4.1.1 : Age of the respondents

Age

100 responses

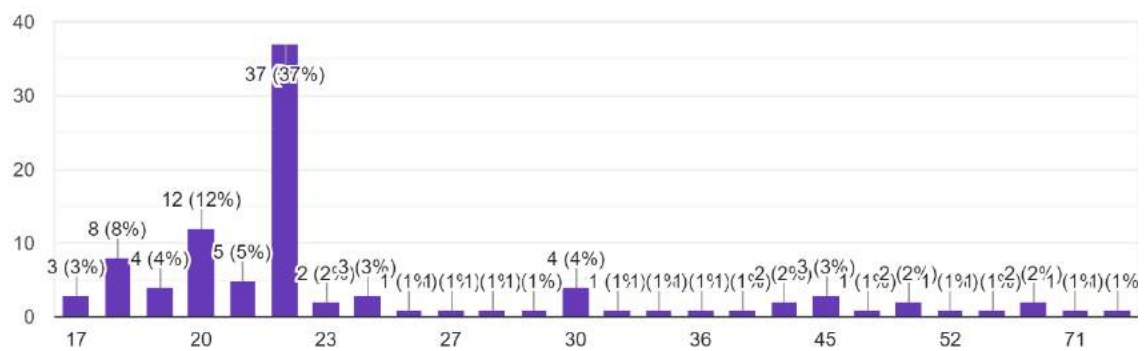


TABLE NO 4 .1.2: Time period of respondents

Time period	Respondents	Percentage (%)
6 – 12 months	43	43.00%
1 – 5 years	17	17.00%
5 – 10 years	10	10.00%
total	100	100%

SOURCE: primary data

INTERPRETATION:

According to the above table out of 100 Respondents 43% were using their bikes in the time period of 6 to12 months and 17% were using their bikes in the time period of 1 to 5 years.

INFERENCE: Majority 43% respondents are in the time period of 6 to12 months.

GRAPH NO 4.1.2: Time period of respondents

When you bought a Royal Enfield bike?

100 responses

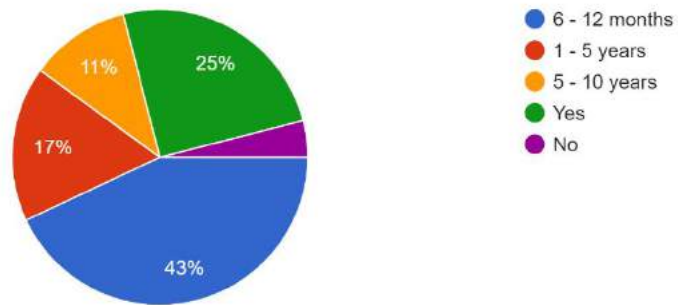


TABLE NO 4.1.3:Model of royal Enfield respondents like

Models	respondents	Percentage(%)
Super meteor 650	8	8.00%
Hunter 350	7	7.00%
Scram 411	4	4.00%
Meteor 350	9	9.00%
Himalayan 411	35	35.00%
Interceptor 650	5	5.00%
Continental GT 650	7	7.00%
Bullet 350	8	8.00%
Bullet 350 ES	6	6.00%
Classic 350	11	11.00%
total	100	100%

SOURCE: primary data.

INTERPRETATION:

According to the above table out of 100 Respondents 35% of the Respondents favourite bike is Himalayan 411 and 11% of the respondents favourite bike is classic 350.It is inferred that Himalayan 411 is favourite among the customers and other models are unable to attract customers mostly.

INFERENCE: Majority 35% respondents favourite bike is Himalayan 411.

GRAPH NO 4.1.3: Model of royal Enfield respondents like

Which model bike do you like ?

100 responses

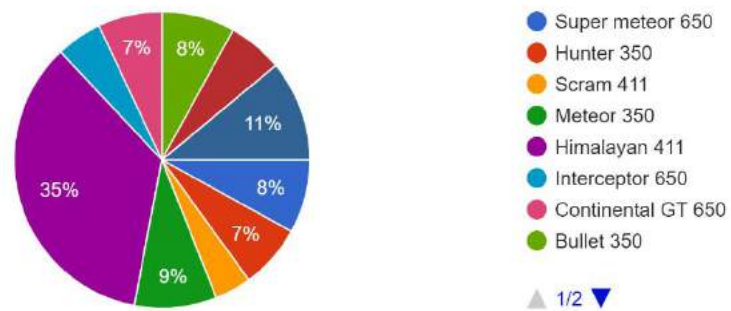


Table no 4.1.4: Bike Features liked by respondents

Features	Respondents	Percentage (%)
Speed	15	15.00%
Performance	22	22.00%
Mileage	12	12.00%
Design	14	14.00%
Comfort	37	37.00%
Total	100	100%

SOURCE: primary data.

INTERPRETATION:

According to the above table 37% Respondents were comfort, 22% Respondents were under performance , 15% were under speed, 14% were under design, 12% were under Mileage. Majoriy of Respondents are liked the comfort with Royal Enfield.

INFERENCE: Majority of the respondents are (37%) under comfort.

GRAPH NO 4.1.4: Bike Features liked by respondents

Which features of a bike customer would like to prefer most while purchasing ?
100 responses

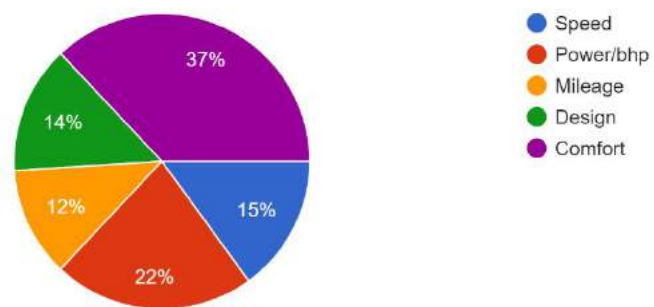


Table no 4.1.5: Experience of ride by respondents

Ride experience	Respondents	Percentage (%)
Good	32	32.00%
Excellent	38	38.00%
Satisfactory	27	27.00%
Not good	7	7.00%
Total	100	100%

SOURCE: primary data.

INTERPRETATION:

According to the above table 38% respondents are Highly Satisfied (Excellent), 32% of them are satisfied (Good), while 27% of them are somewhat satisfied with riding experience of their Royal Enfield bike. It is inferred that a 38% of respondents are satisfied with riding experience of Royal Enfield.

INFERENCE: Majority of the respondents (38%) are highly satisfied (Excellent) in riding experience.

GRAPH NO 4.1.5: Experience of ride by respondents

How was your experience after ride the bike ?

100 responses

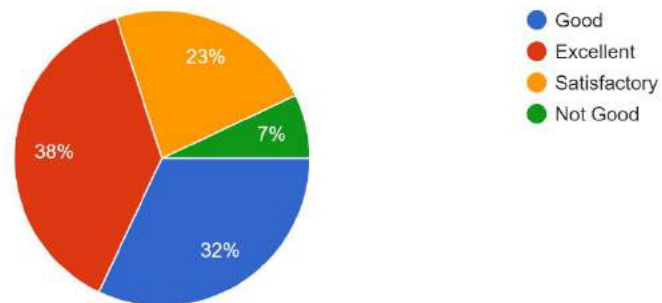


Table no 4.1.6: Satisfaction level of respondents

Satisfaction level	Respondents	Percentage (%)
Good	44	44.00%
Excellent	39	39.00%
Satisfactory	14	14.00%
Not good	3	3.00%
Total	100	100%

SOURCE: primary data.

INTERPRETATION:

According to the above table 44% respondents are Satisfied (Good), 39% of them are highly satisfied (Excellent), while 14% of them are somewhat satisfied with riding experience of their Royal Enfield bike. It is inferred that a 44% of respondents are satisfied (Good) with Service experience of Royal Enfield.

INFERENCE: Majority of the respondents (44%) are satisfied (Good).

GRAPH NO 4.1.6: Satisfaction level of respondents

Rate your satisfaction level with respect to service of our Royal Enfield bike ?

100 responses

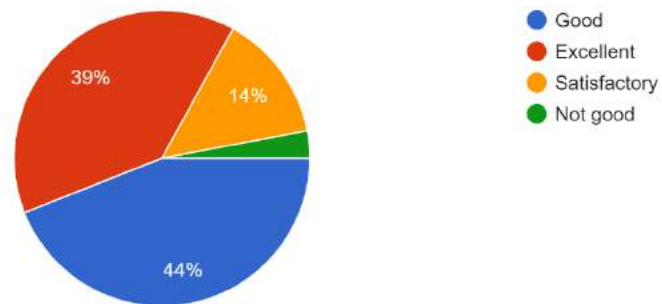


Table no 4.1.7: Satisfaction of respondents on bike mileage

Satisfaction level on bike mileage	Respondents	Percentage (%)
Yes	70	70.00%
No	30	30.00%
Total	100	100%

SOURCE: primary data.

INTERPRETATION:

According to the above table 70% respondents are Highly Satisfied (yes) with mileage, 30% of them are not satisfied (no) with mileage of the Royal Enfield bike. It is inferred that a higher number of respondents are satisfied with mileage of Royal Enfield.

INFERENCE: Majority of the respondents (70%) are satisfied with Mileage.

GRAPH NO 4.1.7: Satisfaction of respondents on bike mileage

Are you satisfied with the bike mileage?
100 responses

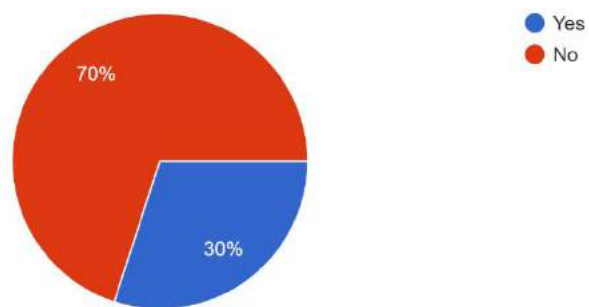


Table no 4.1.8: Bike performance Satisfaction of respondents

Bike performance Satisfaction	Respondents	Percentage (%)
Good	28	28.00%
Excellent	44	44.00%
Satisfactory	22	22.00%
Not good	6	6.00%
Total	100	100%

SOURCE: primary data.

INTERPRETATION:

According to the above table 44% respondents are Highly Satisfied (Excellent), 28% of them are satisfied (Good), while 22% of them are somewhat satisfied with riding experience of their Royal Enfield bike. It is inferred that a 44% of respondents are satisfied with performance of Royal Enfield.

INFERENCE: Majority of the respondents (44%) are highly satisfied (Excellent) in performance.

GRAPH NO 4.1.8: Bike performance Satisfaction of respondents

Are you satisfied with the bike performance?

100 responses

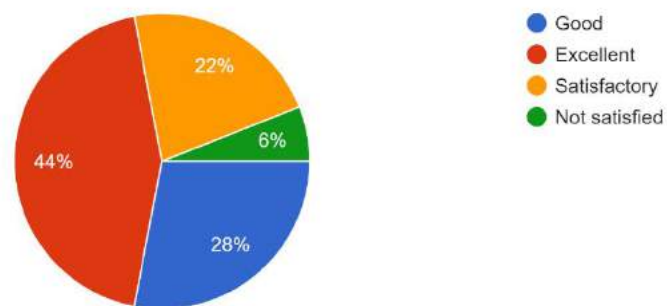


Table no 4.1.9: Suggestion on bike improvement by respondents

Suggestion on bike improvement	Respondents	Percentage (%)
Look	17	17.00%
Performance	25	25.00%
Mileage	39	39.00%
Comfort	18	18.00%
Total	100	100%

SOURCE: primary data.

INTERPRETATION:

According to the above table 39% respondents are suggested to improve in Mileage, 25% of them are in performance, 17% of them are in look and other are in comfort of the Royal Enfield bike. It is inferred that a greater number of respondents are suggested to improve the mileage of Royal Enfield.

INFERENCE: majority of the respondents (39%) are suggested to improve the mileage of Royal Enfield.

GRAPH NO 4.1.9: Suggestion on bike improvement by respondents

Can you tell us suggestion on improvement in bike?

99 responses

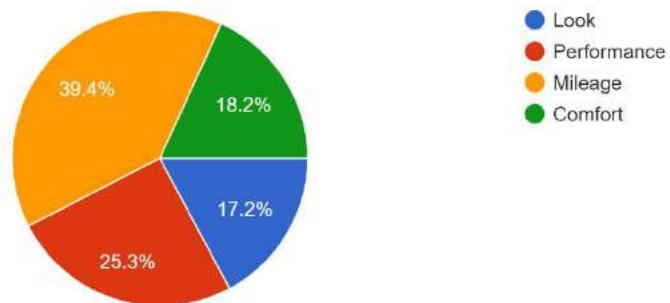


Table no 4.1.10: Warranty service satisfaction by respondents

Warranty service satisfaction	Respondents	Percentage (%)
Highly satisfied	30	30.00%
Satisfied	39	39.00%
Average	29	29.00%
Dis satisfied	2	2.00%
Total	100	100%

SOURCE: primary data.

INTERPRETATION:

According to the above table 39% respondents are Satisfied, 30% of them are highly satisfied, while 29% of them are Average satisfaction with the warranty service of Royal Enfield bike. It is inferred that a 39% of respondents are satisfied with Warranty service of Royal Enfield.

INFERENCE: Majority of the respondents (39%) are satisfied with Warranty service of Royal Enfield.

GRAPH NO 4.1.10: Warranty service satisfaction by respondents

Are you satisfied with the warranty service provided by the company store ?
100 responses

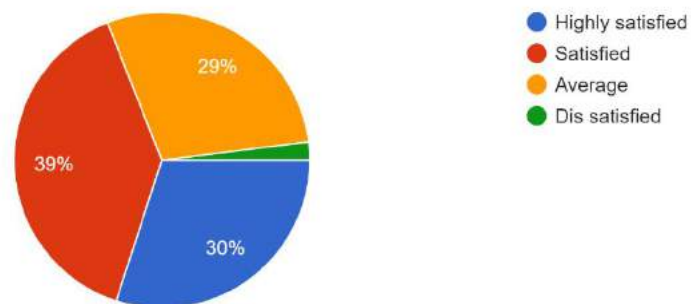


Table no 4.1.11: Model Satisfaction of respondents

Model Satisfaction	Respondents	Percentage (%)
Good	72	72.00%
Need to improve	21	21.00%
Cant sat	7	7.00%
Total	100	100%

SOURCE: primary data.

INTERPRETATION:

According to the above table 72% respondents are Highly Satisfied (Good) with model, 21% of them are satisfied (Need to improve), while 7% of them are unsatisfied with the model of Royal Enfield bike. It is inferred that a greater number of respondents are satisfied with model of Royal Enfield.

INFERENCE: Majority of the respondents (72%) are satisfied with model of Royal Enfield.

GRAPH NO 4.1.11: Model Satisfaction of respondents

While comparing with other brand bikes, the model of the Royal Enfield bike is ?
100 responses

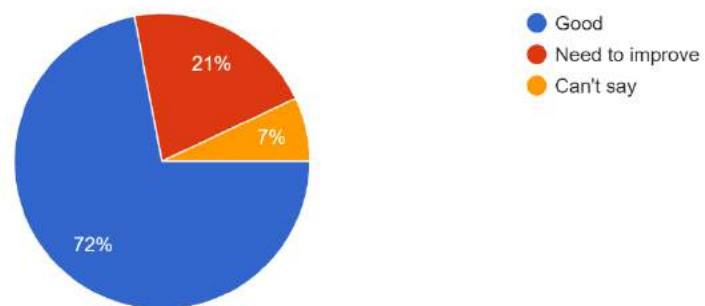


Table no 4.1.12: Bike recommendation of respondents

Bike recommendation	Respondents	Percentage (%)
Yes	82	82.00%
No	18	18.00%
Total	100	100%

SOURCE: primary data.

INTERPRETATION:

According to the above table 82% respondents are Highly Satisfied (yes) with Bike recommendation, 18% of them are not satisfied (no) with recommendation of the Royal Enfield bike. It is inferred that a higher number of respondents are recommended Royal Enfield bike.

INFERENCE: Majority of the respondents (70%) are recommended Royal Enfield bike.

GRAPH NO 4.1.12: Bike recommendation of respondents

Would you recommend Royal Enfield bikes to your friends ?

100 responses

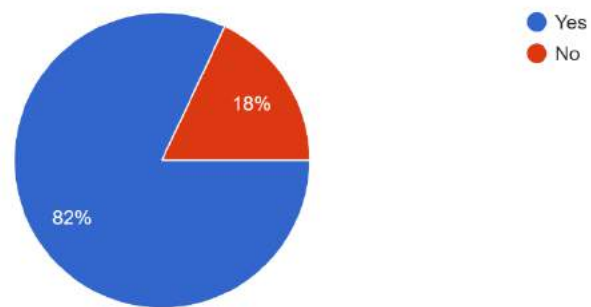


Table no 4.1.13: Satisfaction of respondents on service advisors

Satisfaction on service advisors	Respondents	Percentage (%)
Very good	48	48.00%
Average	36	36.00%
Not good	16	16.00%
Total	100	100%

SOURCE: primary data.

INTERPRETATION:

According to above table 48% respondents are Highly Satisfied (very good) with service of advisor, 36% of them are satisfied (Average), while 16% of them are unsatisfied with the advisor service. It is inferred that a greater number of respondents are highly satisfied with advisor service of Royal Enfield.

INFERENCE: Majority of the respondents (48%) are satisfied with advisor service.

GRAPH NO 4.1.13: Satisfaction of respondents on service

Responsiveness of service advisors?

100 responses

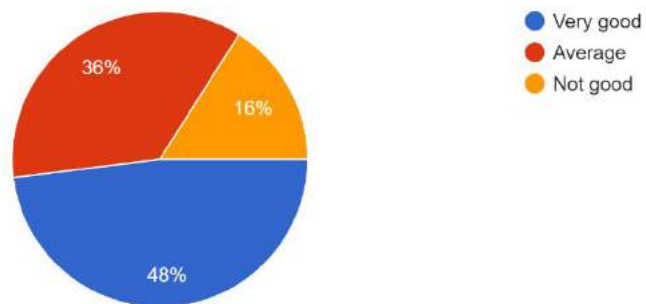


Table no 4.1.14: Overall Satisfaction of respondents

Overall Satisfaction	Respondents	Percentage (%)
Good	39	39.00%
Excellent	38	38.00%
Average	20	20.00%
Not good	3	3.00%
Total	100	100%

SOURCE: primary data.

INTERPRETATION:

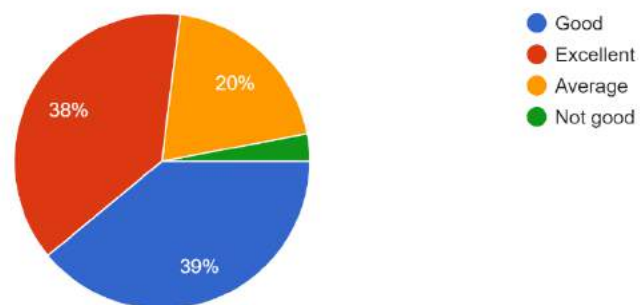
According to the above table 39% respondents are Satisfied (Good), 38% of them are highly satisfied (Excellent), while 20% of them are somewhat satisfied of Royal Enfield bike. It is inferred that a 39% of respondents are overall satisfied (Good) with Royal Enfield.

INFERENCE: Majority of the respondents (39%) are overall satisfied (Good).

GRAPH NO 4.1.14: Overall Satisfaction of respondents

How do you rate overall satisfaction?

100 responses



CHAPTER 5

FINDINGS, SUGGESTIONS AND CONCLUSION

5.1 FINDINGS:

- It is inferred that most of the royal Enfield users are age group of 22 and Adults in the age group of 20 are generally not preferring Royal Enfield bike. (Table No. 4.1.1)
- 43% of respondents are in the time period of 6 to12 months. (Table No. 4.1.2)
- It is inferred that Himalayan 411 is favourite among the customers and other models are unable to attract customers mostly. (Table No. 4.1.3)
- 37% of Respondents are liked the comfort with Royal Enfield. (Table No. 4.1.4)
- It is inferred that respondents are mostly satisfied with riding experience of Royal Enfield (Table No. 4.1.5)
- It is inferred that respondents are satisfied (Good) with Service experience of Royal Enfield. (Table No. 4.1.6)
- It is inferred that a higher number of respondents are satisfied with mileage of Royal Enfield. (Table No. 4.1.7)
- It is inferred that respondents are satisfied with performance of Royal Enfield. (Table No. 4.1.8)
- It is inferred that a greater number of respondents are suggested to improve the mileage of Royal Enfield. (Table No. 4.1.9)
- It is inferred that respondents are satisfied with Warranty service of Royal Enfield. (Table No. 4.1.10)
- It is inferred that a greater number of respondents are satisfied with model of Royal Enfield. (Table No. 4.1.11)

- It is inferred that a higher number of respondents are recommended Royal Enfield bike. (Table No. 4.1.12)
- It is inferred that a greater number of respondents are highly satisfied with advisor service of Royal Enfield. (Table No. 4.1.13)
- It is inferred that respondents are overall satisfied (Good) with Royal Enfield. (Table No. 4.1.14)

5.2 SUGGESTIONS:

After analysing the findings, the following Recommendation have been prepared. Great care has been taken in making these Recommendation for the improvement of consumer's opinion.

- A clear majority of the respondents felt the after-sale service of bikes should be changed to attract the customers.
- Some of the respondents had suggested improving the mileage of Bikes.
- A considerable number of respondents suggested that there is a need to improve the design of Royal Enfield bikes.
- The bikes recently introduced by Royal Enfield are mostly concerned about youth. So, they should also consider middle-aged people while manufacturing.
- Some of the respondents felt that the price of Royal Enfield bike is high, and it should be decreased to attract more customers

5.3 CONCLUSION:

The study has helped Royal Enfield bullet dealers to understand whether the purchasers are happy or not. If not, what are the most reasons for discontent of clients to the dealers and what are all the ways in which to recover the satisfaction level of clients towards dealer after sale service.

Royal Enfield thought to specialise in its effort to succeed in the client. The mileage of Royal Enfield Bullet Bikes is extremely economical and most of them like better to purchase their bike fresh from salesroom with the spare components obtainable in market simply.

Royal Enfield Bullet includes a satisfaction with the client for its sound, comfort, and safety.

In last conclude that majority of respondents said that they are satisfied with the bike's performance, but company should focus on the reduction of the price and investigate the improvement in after sale service of bikes.

The fuel Consumption is also high as per respondents point of view.

Finally, we can say that most of the customers are satisfied and some of them are not satisfied with their point of view with the Royal Enfield bike.

APPENDIX-I (OUESTIONNIAIRE)

1. Name

2. Age

3. When you bought a Royal Enfield bike?

- ☐ 6 - 12 months
- ☐ 1 - 5 years
- ☐ 5 - 10 years

4. Which model bike do you like?

- ☐ Super meteor650
- ☐ Hunter 350
- ☐ Scram 411
- ☐ Meteor 350
- ☐ Himalayan 411
- ☐ Interceptor 650
- ☐ Continental GT 650
- ☐ Bullet 350
- ☐ Bullet 350 ES
- ☐ Classic 350

5. Which features of a bike customer would like to prefer most while purchasing?

- ☐ Speed
- ☐ Power/bhp
- ☐ Mileage
- ☐ Design
- ☐ Comfort

6. How was your experience after ride the bike?

- ☐ Good
- ☐ Excellent
- ☐ Satisfactory
- ☐ Not Good

7. Rate your satisfaction level with respect to service of our Royal Enfield bike?

- ☐ Good
- ☐ Excellent
- ☐ Satisfactory
- ☐ Not good

8. Are you satisfied with the bike mileage?

- ☐ Yes
- ☐ No

9. Are you satisfied with the bike performance?

- ☐ Good
- ☐ Excellent
- ☐ Satisfactory
- ☐ Not satisfied

10. Can you tell us suggestion on improvement in bike?

- ☐ Look
- ☐ Performance
- ☐ Mileage
- ☐ Comfort

11. Are you satisfied with the warranty service provided by the company store?

- ☐ Highly satisfied
- ☐ Satisfied
- ☐ Average
- ☐ Dis satisfied

12.While comparing with other brand bikes, the model of Royal Enfield bike is ?

- Good
- Need to improve
- Can't say

13.Would you recommend Royal Enfield bikes to your friends?

- Yes
- No

14.Responsiveness of service advisors?

- Very good
- Average
- Not good

15.How do you rate overall satisfaction?

- Good
- Excellent
- Average
- Not good