

**A STUDY ON CUSTOMER SATISFACTION LEVEL OF
ROYAL ENFIELD MOTOR BIKE WITH SPECIAL
REFERENCE TO THE OMR CHENNAI**

Submitted in partial fulfillment of the requirement for the reward of
Bachelor of Commerce.

By

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39740111**



Department of Business Administration

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

MAY - 2022



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SCHOOL OF BUSINESS ADMINISTRATION

BONAFIDE CERTIFICATE

This is to certify that this Project Report is the bonafide work of **B. JAYASHREE (39740111)** who has done the Project work entitled **A STUDY ON CUSTOMER SATISFACTION LEVEL OF ROYAL ENFIELD MOTOR BIKE WITH SPECIAL REFERENCE TO THE OMR CHENNAI** under my supervision from December 2021 to February 2022.

Dr. M. John Britto.

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Dr. BHUVANESWARI G. MBA., Ph.D.,

Dean, School of Business Administration

Submitted for Viva voice Examination held on _____.

Internal Examiner

External Examiner

DECLARATION

I **B. JAYASHREE (39740111)** hereby declare that the Project Report entitled “**A STUDY ON CUSTOMER SATISFACTION LEVEL OF ROYAL ENFIELD MOTOR BIKE WITH SPECIAL REFERENCE TO THE OMR CHENNAI**” done by me under the guidance of **Dr. M. John Britto. MBA., Ph.D.**, Department of Business Administration is submitted in partial fulfillment of the requirements for the award of Bachelor of Commerce.

DATE:

PLACE: CHENNAI

B. JAYASHREE

ACKNOWLEDGEMENT

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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 project.

B. JAYASHREE

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Chapter 1

INTRODUCTION

Customer satisfaction is the individual's perception of the performance of the product or service in relation to his or her expectations. Customers will have drastically different expectations, of an expensive. The concept of customer satisfaction is a function of customer expectations. The overall objectives of providing value to customers continuously and more effectively than the competition is to have and to retain highly satisfied.

CUSTOMER SATISFACTION

A business term is a measure of how products and services supplied by a company meet or surpass customer expectation. It is seen as a key performance indicator within business and is part of the four perspective of a balanced scorecard.

In a competitive marketplace where business competes for customers, customer satisfaction is seen as a key differentiator and increasingly has been become a key element of business strategy.

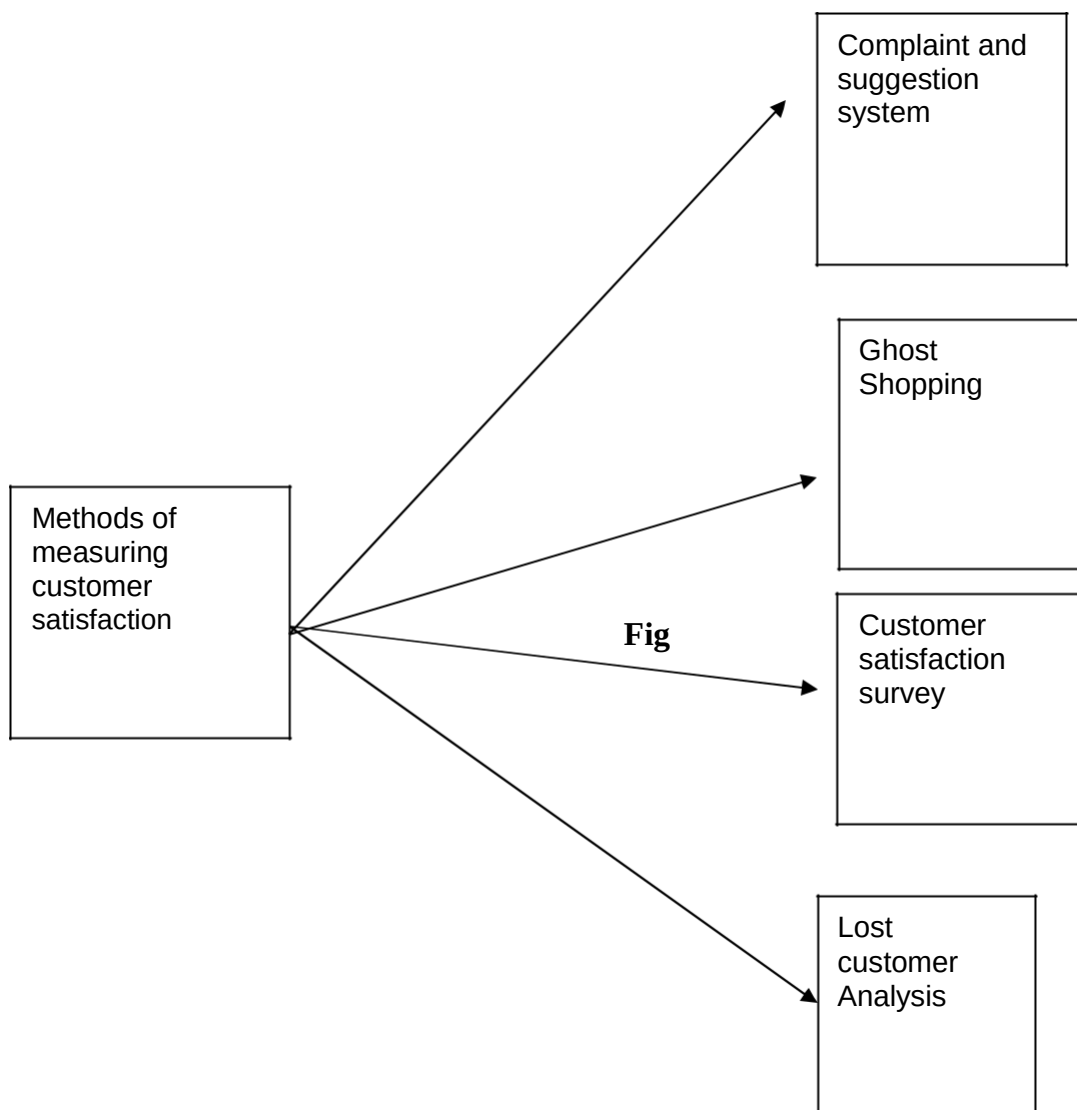
DEFINITION

According to Philip Kotler, "Satisfaction is the level of a person's felt state resulting from comparing a product's perceived performance (or outcome) in relation to the person's expectations."

METHODS OF TRACKING AND MEASURING CUSTOMER SATISFACTION

Companies use the following methods to measure how much customer satisfaction they are creating.

METHODS OF MEASURING CUSTOMER SATISFACTION



1.1 Methods of measuring Customer Satisfaction

WAY FOR BUILDING CUSTOMER SATISFACTION

After measuring the customer satisfaction, company takes necessary steps to increase customer satisfaction, or satisfy the customers, if there is any dissatisfaction.

The following are the ways followed by the company to satisfy customers.

- Increase the quality
- Increase the service
- Value of product
- Lower price etc.

A company, survival in the market, it is necessary that the company's product or service to satisfy customer needs & wants. The basic purpose of the business is creating & retains the customers; it is possible through satisfaction of customers.

CHAPTER - 2 COMPANY

PROFILE Company profile of Royal Enfield motor Bike About

Royal Enfield Ltd India

Although Enfield sold its first bike in India in 1949, it was not before 1955 that India's own 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. Dr. Venki Padmanabhan is the CEO of Royal Enfield India. Royal Enfield has been the most trusted high capacity bike and the most favourite 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 list of models produced at the plant:

- Thunderbird 500
- Thunderbird 300
- Classic Desert Storm
- Classic Battle Green
- Classic Chrome

- Classic 500
- Classic 350
- Bullet 500
- Bullet 350
- Bullet Electra
- Bullet Machismo
- Continental GT

Current Models of Royal Enfield

The Royal Enfield deals in a number of models and variants in India, all of which are manufactured at the Chennai based plant.

- Thunderbird 500 (Rs. 1,73,513)
- Thunderbird 300 (Rs. 1,36,646)
- Classic Desert Storm (Rs. 1,62,958)
- Classic Battle Green (Rs. 1,66,000)
- Classic Chrome (Rs. 1,70,431)
- Classic 500 (Rs. 1,60,339)
- Classic 350 (Rs. 1,25,465)
- Bullet 500 (Rs. 1,50,477)
- Bullet 350 (Rs. 1,04,883)
- Bullet Electra (Rs. 1,17,681)
- Bullet Machismo (Rs. 1,07,00)
- Continental GT (Rs. 1,92,126)

Royal Enfield products are sold at a total of 394 dealership outlets across India. A Royal Enfield can be purchased in three Union Territories and all the 29 states of India. The state of Maharashtra has most number of Royal Enfield outlets, that is, 47.

- Andhra Pradesh (16)
- Arunchal Pradesh (1)
- Assam (6)
- Bihar (18)
- Chandigarh (3)
- Chhattisgarh (9)
- Delhi (16)
- Goa (2)
- Gujarat (23)
- Haryana (20)
- Himachal Pradesh (6)
- Jammu & Kashmir (2)
- Jharkhand (10)
- Karnataka (25)
- Kerala (19)
- Madhya Pradesh (11)
- Maharashtra (47)
- Manipur (1)
- Meghalaya (1)
- Mizoram (1)
- Nagaland (1)
- Odisha (8)
- Pudducherry (1)
- Punjab (31)
- Rajasthan (14)
- Tamil Nadu (27)
- Telangana (16)
- Tripura (1)

- Uttar Pradesh (34)
- Uttarakhand (8)
- West Bengal (16)

Royal Enfield Achievements & Awards

- Royal Enfield overtook top world brand Harley Davidson in terms of sales; approximately 3,00,000 units were sold by Royal Enfield in 2014 as compared to 2,67,000 sold by Harley Davidson.
- Royal Enfield sales jumped up to 43 percent in January 2015.
- Royal Enfield made profits worth Rs. 558 crore in 2014.
- Royal Enfield Thunderbird 500 was given the 2012 Enthusiast Motorcycle 250cc – 500cc award.
- Royal Enfield Thunderbird was conferred with ‘Motorcycle of the Year’ award for above 250cc category in 2013.
- Royal Enfield won the 2012-13 Motorcycle Manufacturer of the Year award.
- Royal Enfield Continental GT garnered ‘Indian Motorcycle of the Year’ award in 2014.
- Bullet Classic C5 was bestowed upon Best Bike (Metric-Stock) at the Bearly Cruzin Classic Car and Motorcycle Show in Arizona, USA, in 2009.

CHAPTER - 3 REVIEW OF LITERATURE

Rathinam, R. K. (2013), “A study on customer’s preference towards Royal Enfield Motorbikes in Coimbatore city “this article provides detailed information about the preference of customer towards Royal Enfield bikes. In this article the author has mentioned how preference is influenced by culture, social, personal and psychological factors lastly with help of questionnaire method it was found that Royal Enfield is chosen by most of customers because of appearance, performance, and design

Faisal. T. (2014), “A Study on Customer Perception towards Royal Enfield with Special Reference to Malappuram District” we found out that it was undertaken with the objective of finding out customer’s perception level on Royal Enfield bikes. It is felicitously observed from the study that the most customers of Royal Enfield are highly satisfied in almost all areas offered by Royal Enfield. This study shows that by improving fuel efficiency, service and advertisement and by introducing new models capable to compete with the fresher in the market.

Santana, K. R. (2007), “Issue and future of the two wheeler industry” looks into various issues faced by the two wheelers industry. In terms of competition, the industry is likely to face competition from used cars and low cost cars. Other issues are the declining margins due to increased cost of material and shift in customer demand to electric vehicles to save petrol. In terms of growth, there are expectations that the industry is likely to grow by 5%, most of the growth is likely to come from motorcycles. Some of the Indian motorcycle companies are also likely to set up plants in foreign countries to meet export needs.

Manokari, M. (2013) “A Study on Customer’s Preference towards

Royal Enfield Motorbikes in Coimbatore City, Tamil Nadu”, Findings from the study of this literature of research shows how much customers prefer and their satisfaction level towards various aspects of Royal Enfield, which are mostly influenced by socio-cultural, psychological & personal factors. Customers of Royal Enfield conveys, that in order to capture the market, the manufacturers have to give the best combination of looks, quality, cost efficiency good features, safety, and performance. This reason has also proved to be the reason behind the decade’s long history of the Company.

Ahmed, A. A. (2013), “A Study on Customer Satisfaction Level of Royal Enfield Bullet “this article has given information about both perception and satisfaction towards Royal Enfield bikes. The Royal Enfield bikes are most preferred by middle aged and younger generation dominated by male. Their perception towards bike is muscularity, strong performance, mileage, and status. Royal Enfield bikes and its parts are available everywhere. So Royal Enfield is preferred more and chosen more than other bikes

CHAPTER – 4 RESEARCH

METHODOLOGY OBJECTIVES OF STUDY

1. To know the level of satisfaction about the availability of spare parts and service.
2. To know the customers opinion about the Brand Image.
3. To know the people expectation and their performance in motor cycle.
4. To know the customer's overall satisfaction ROYAL ENFIELD motor company ltd.

RESEARCH METHODOLOGY

Research methodology is the way to systematically solve a problem. The methodology adopted in this study explained below. This study is empirical in nature. Both primary and secondary data were collected to prepare the report.

RESEARCH DESIGN

The formidable problem that follows the task of defining the research is the preparation of the design of research project, popularly known as the “research design”.

“The research design is the arrangement of conditions for the collections and analyses of data in a manner that aims to combine relevance so the research purpose with economy in procedure

DESCRIPTIVE RESEARCH

“Descriptive research studies are there studies which are concerned with describing the characteristics” of a particulars individual, or a group”.

The design in such studies much be right and not flexible and must focus attention on the following.



The researcher knows the problem of this study.



The researcher is trying to describe the service requirements, satisfaction with the current service provider and the awarders.



After analyzing the data, it could be directly used by company for formulating now market.

SOURCES OF DATA

The study was collected with the helper primary and secondary data.

PRIMARY DATA

Primary data is first had information it was collected from the respondent by using a structural questionnaire. The researcher has got the primary data through survey method.

SECONDARY DATA

The secondary data was collected through the secondary sources like company records, company websites, magazine, and Newspaper.

AREA OF THE STUDY

Area of the study In this study I have selected marketing.

SAMPLING METHOD

Standard questionnaires have been among the respondent on the basis simple random sampling.

SAMPLING SIZE

Here i have collected 100 samples.

DATA COLLECTION METHOD

The data are collected through survey method by using the questionnaire by the way of personal interview only. The questionnaire consists of the checklists, rating scale, multiple choice and open end questions.

STATISTICAL TOOLS

The following are the various tools applied for analyzing the primary data. The percentage method was extensively used for finding various details as mentioned in the chapter at analysis and interpretation.

LIMITATIONS OF THE STUDY

1. The study is based on only Chennai consumer's opinion and attitudes
2. Few of respondents do not co- operate in furnishing the information.
3. Time period is very short, just hundred respondents are taken.

4. Some of the respondents are not willing to ask by the researcher due to their work pressure.

Serial Number	Particulars	Number of Respondents	Percentage (%)
1.	Male	90	90
2.	Female	10	10
	Total	100	100

CHAPTER – 5

DATA ANALYSIS AND INTERPRETATION

TABLE-1
GENDER OF THE RESPONDENTS

INTERPRETATION

From the above the table it is clearly notes that 90% of the Respondents are Male and 10% of respondents are female peoples.

CHART 1
SEX OF THE RESPONDENTS

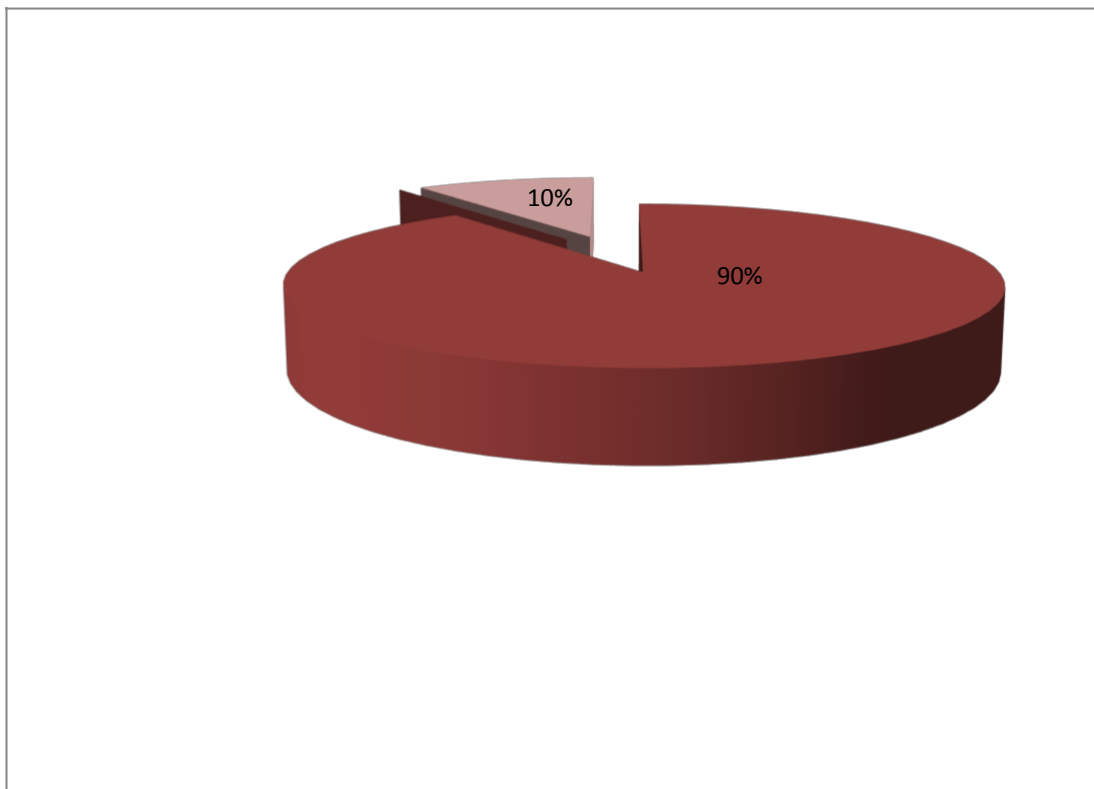


TABLE -2
AGE OF RESPONDENTS

Serial Number	Particulars	Number of Respondents	Percentage (%)
1.	Below-25	30	30
2.	26-30	32	32
3.	31-35	24	24
4.	Above-35	14	14
	Total	100	100

INTERPRETATION

From the table, it is clearly note that majority 32% of respondents are below26-30 years age group, 30% of respondents are below 25 years age group, 24% of respondents are below to 31-35 years age group and 14% of the respondents are belong to above 35 years of age group.

CHART-2

AGE WISE CLASSIFICATION OF RESPONDENTS

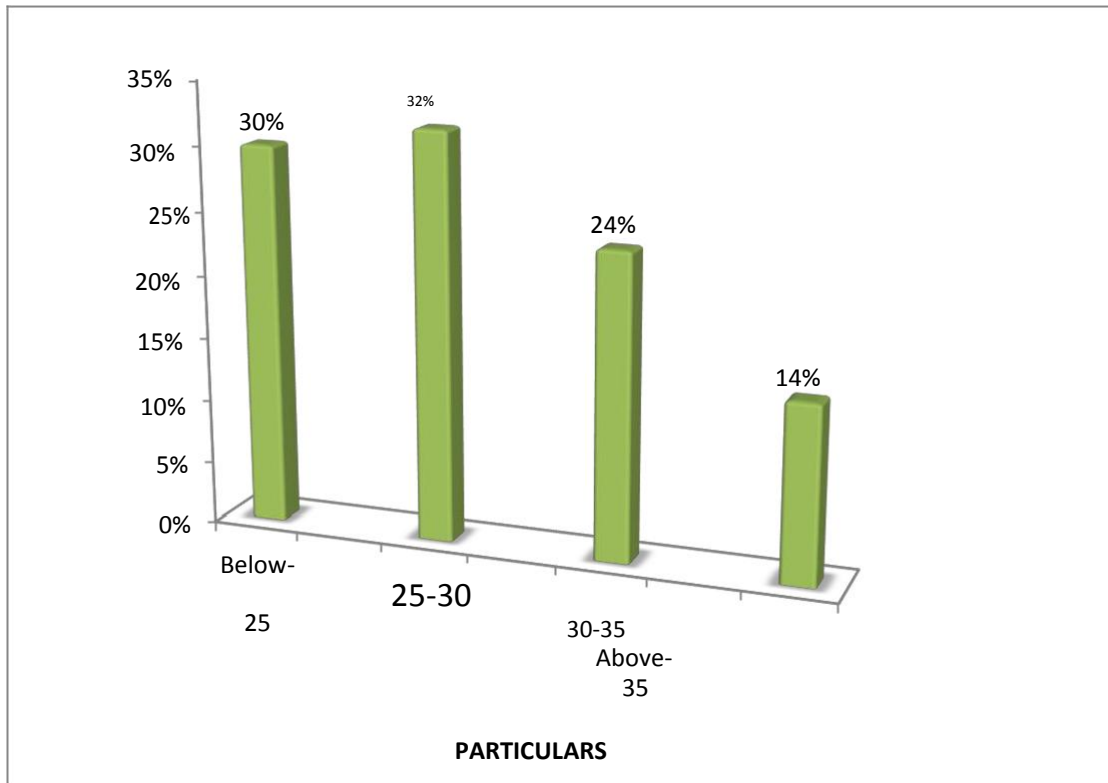


TABLE -3
OCCUPATIONAL OF THE RESPONDENTS

S.no	Particulars	No. of respondents	Percentage
1	Private Employees	10	10
2.	Business	28	28
3.	Government employees	36	36
4.	Others	26	26
	Total	100	100

INTERPRETATION

From the above table, it is clear state that the majorities 36% of the respondents are Government Employees, 28% of the respondent are business, 26% of the Respondents are others and 10% of the respondents are Private Employees.

CHART-3

OCCUPATIONAL WISE CLASSIFICATION OF RESPONDENTS

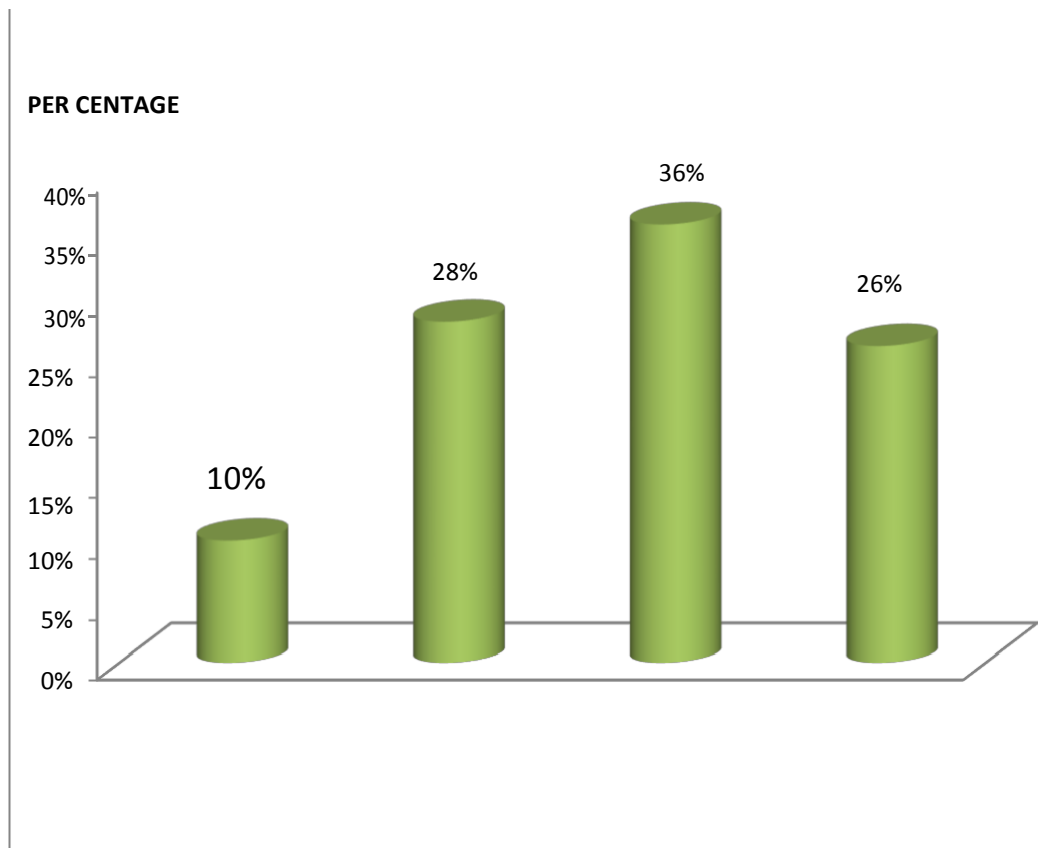


TABLE-4

MONTHLY INCOME WISE CLASSIFICATION OF RESPONDENTS

SNO	Particulars	No. of respondents	Percentage
1	Below 5000	40	40
2.	Rs.5001-10,000	26	26
3.	Rs.10,001-15000	20	20
4.	Rs.15,001 above	14	14
	Total	100	100

INTERPRETATION

The table shows that about 40% of the respondents monthly income is below Rs.5000, 26% of the respondents monthly income is Rs. 5001 to 10,000, 20% of the respondents monthly income is Rs. 10,001-15,000 and 14% of the respondents monthly income is above Rs. 15,001.

CHART-4

MONTHLY INCOME WISE CLASSIFICATION OF REpondENTS

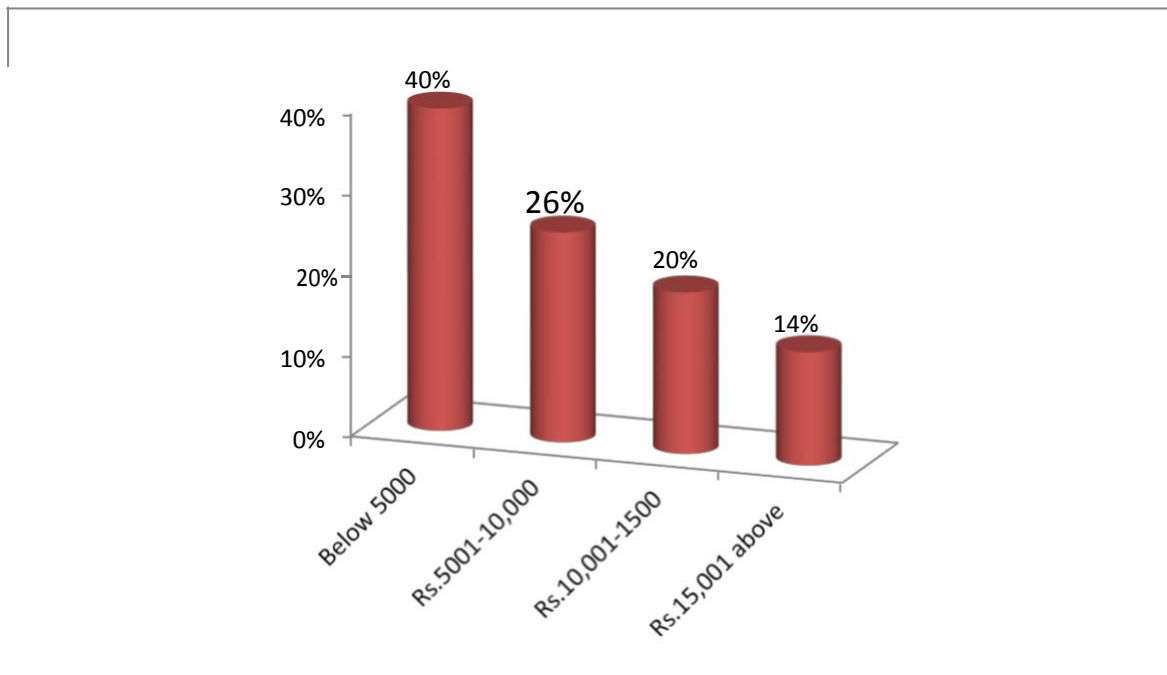


TABLE -5
MODE OF PURCHASE

Serial Number	particulars	Number of Respondents	Percentage (%)
1.	New	76	76
2.	Second hand	24	24
	Total	100	100

INTERPRETATION

From the above table, it can be obtained that 76% of the respondent are using new vehicles and 24% of the respondents are using second hand vehicles.

CHART-5
MODE OF PURCHASE

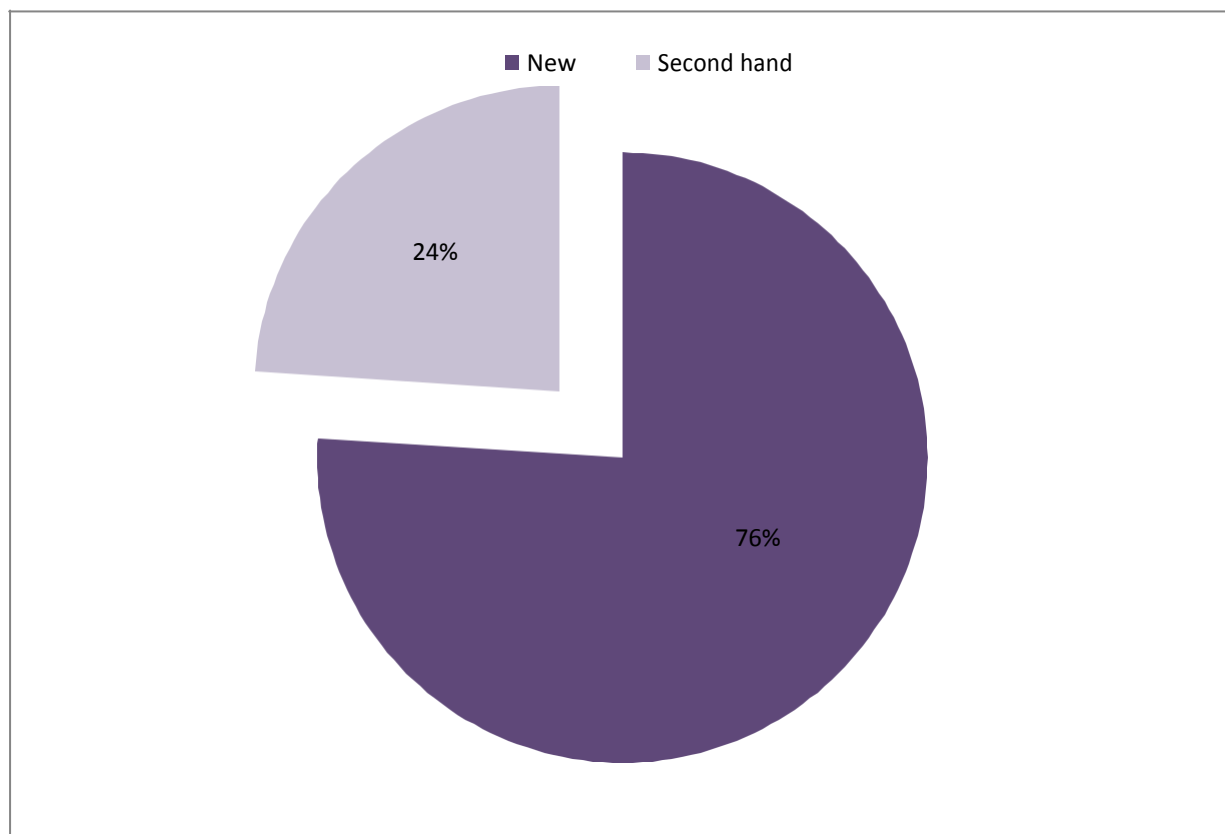


TABLE-6

WHO INFLUENCE TO PURCHASE THE VEHICLES

Serial Number	Particulars	Number of Respondents	Percentage (%)
1.	Family members	32	32
2.	Friends	40	40
3.	Relatives	16	18
4.	Sales peoples	12	12
	Total	100	100

INTERPRETATION

From the above table, it can be seen that 40% of the respondents are Influenced by family members, 32% of the respondents are influenced By friends, 16% of the respondents are influenced by relatives, and 12% of the respondents are influenced by sales peoples.

CHART-6

WHO INFLUENCE TO PURCHASE THE VEHICLES

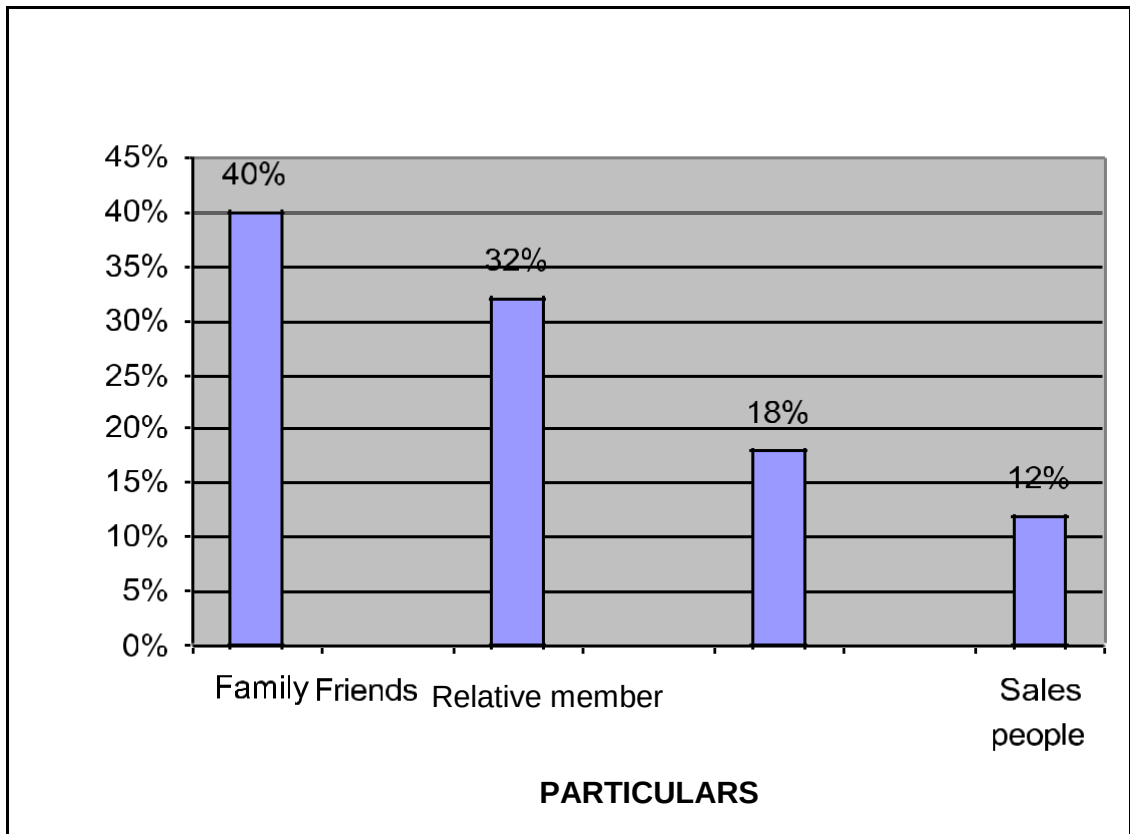


TABLE -7

HOW MANY YEARS ARE YOU HAVING ROYAL ENFIELD VEHICLES

Serial Number	particulars	Number of Respondents	Percentage (%)
1.	Up to 2 years	24	24
2.	2 to 4 years	52	32
3.	4 to 6years	18	18
4.	Above 6 years	8	8
	Total	100	100

INTERPRETATION

From the above table, it is clearly note that majority 52% of the respondents are having vehicles with 2 to 4years,22% of the respondents are having vehicles up to 2 years ,18% of the respondents are having vehicles 4 to 6years,and 8% of the respondents are having vehicles more than 6years.

CHART-7

HOW MANY YEARS ARE YOU HAVING ROYAL ENFIELD VEHICLES

TABLE -8**WHEN DID YOU COME TO THE SERVICE**

Serial Number	Particulars	Number of Respondents	Percentage (%)
1.	For free service	59	59
2.	Periodical maintenance purpose	23	2
3.	During the repairs to bike	18	18
	Total	100	100

INTERPRETATION

From the above table it can be shows that 59% of the customers are in free service only, 23% of the customers in periodical maintenance purpose, and 18% of the respondents made repairs at the time of maintenance to bike.

CHART-8

WHEN DID YOU COME TO THE SERVICE

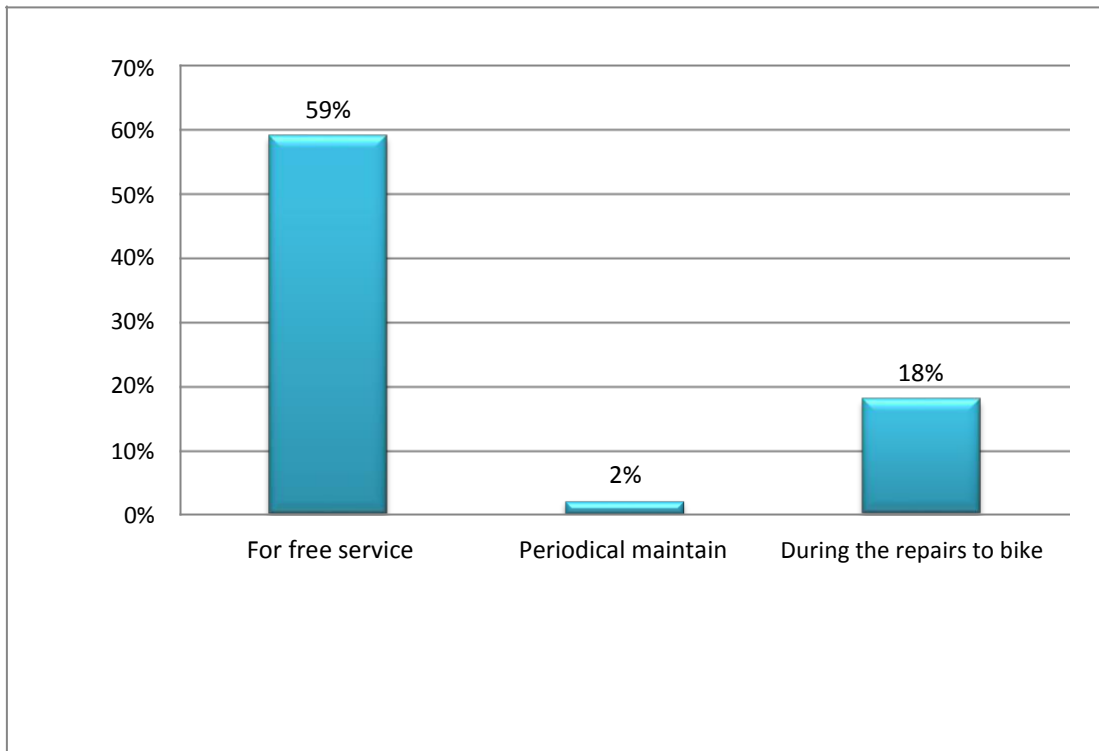


TABLE -9

**OVER ALL SATISFACTORY LEVEL OF THIS ROYAL ENFIELD MOTORS
COMPANY LTD**

Serial Number	Particulars	Number of Respondents	Percentage (%)
1.	Very good	25	25
2.	Good	43	43
3.	Neutral	15	15
4.	poor	7	7
5.	very poor	10	10
	Total	100	100

INTERPRETATION

From the above table shows that 43% of the respondents are overall satisfaction is good, 25% of the respondent are overall satisfaction is very good, 15% of the Respondents are neutral, 7% of the respondents are overall satisfaction is poor and 10% of the respondents are overall satisfaction is very poor.

CHART-9

OVER ALL SATISFACTORY LEVEL OF THIS ROYAL ENFIELD MOTORS COMPANY LTD

Level of Satisfaction

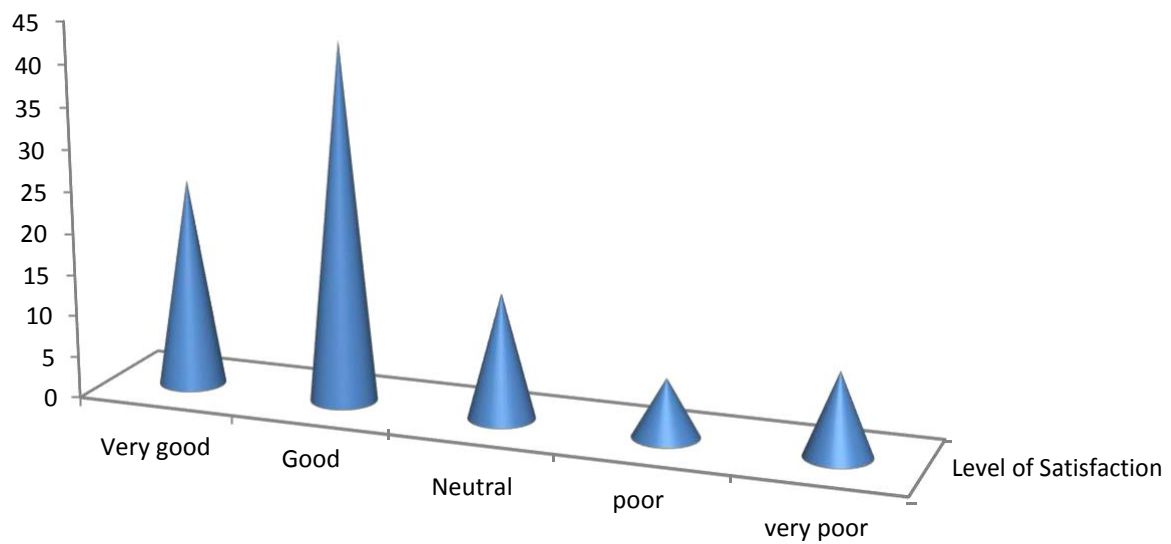


TABLE -10**HOW TO YOU FEEL ABOUT DRIVE THIS VEHICLES:**

Serial Number	Particulars	Number of Respondents	Percentage (%)
1.	Satisfied	33	33
2.	Highly Satisfied	42	42
3.	Neither Satisfied	11	11
4.	Dissatisfied	9	9
5.	Highly dissatisfied	5	5
	Total	100	100

INTERPRETATION

From the above table shows that 33% of the respondents are drive this vehicle highly satisfied, 33% of the respondents are satisfied,11% of the respondents neither satisfaction nor dissatisfied and 9%of the respondents are dissatisfied and 5% of the respondents highly Dissatisfied.

CHART-10

HOW TO YOU FEEL ABOUT DRIVE THIS VEHICLES

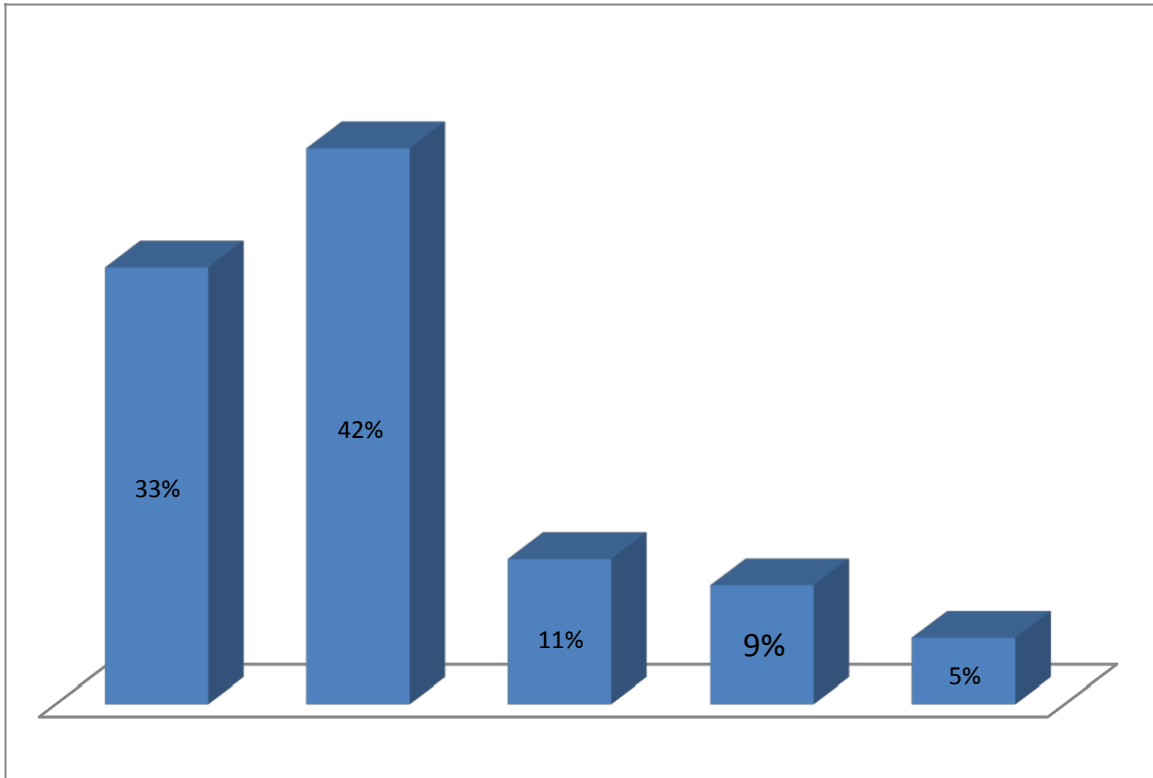


TABLE -11
COST OF VEHICLES

Serial Number	Particulars	Number of Respondents	Percentage (%)
1.	Highly Satisfied	21	21
2.	Satisfied	57	57
3.	Neither Satisfied	13	13
4.	Nor dissatisfied	6	6
5.	Dissatisfied	3	3
	Highly dissatisfied		
	Total	100	100

INTERPRETATION

From the above table, it is clearly notes that majority 57% of the respondents are satisfied with cost of vehicles, 21% of the customers are highly satisfied, 13% of the respondents neither satisfied nor dissatisfied, 6% of the respondents are dissatisfied and 3% of the respondents are highly dissatisfied.

CHART-11
COST OF VEHICLES

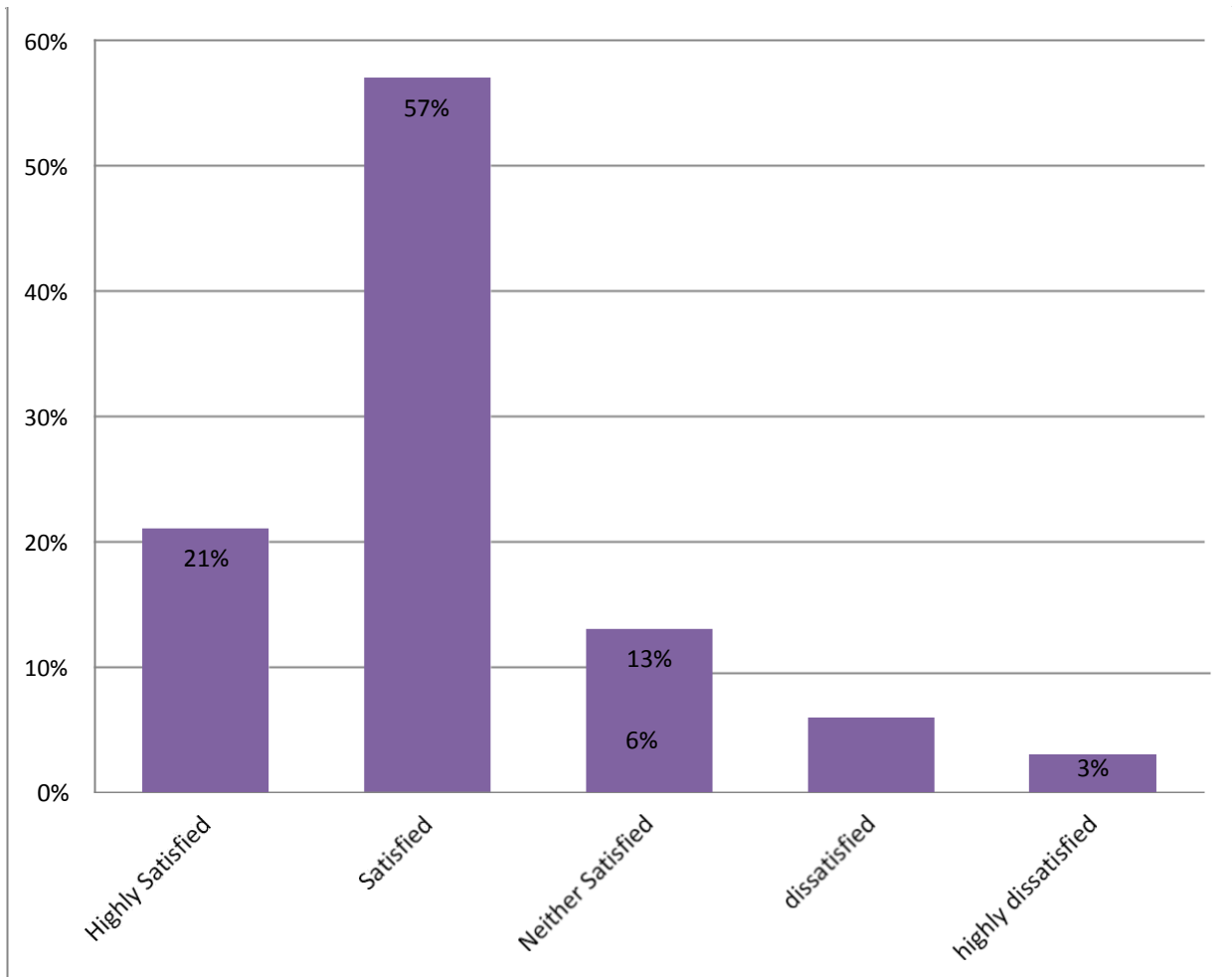


TABLE -12

SATISFACTION LEVEL WITH BRAND NAME:

Serial Number	Particulars	Number of Respondents	Percentage (%)
1.	Highly Satisfied	42	42
2.	Satisfied	38	38
3.	Neither Satisfied	10	10
4.	Dissatisfied	7	7
5.	Highly dissatisfied	3	3
	Total	100	100

INTERPRETATION

From the above table that 42% of the customers are highly satisfied with brand name, 38% of the customers are satisfied, 10% of the customers are neither satisfied nor dissatisfied, 7% of the customers are dissatisfied and 3% of the customers are highly dissatisfied with brand name of vehicles.

CHART-12

SATISFACTION LEVEL WITH BRAND NAME

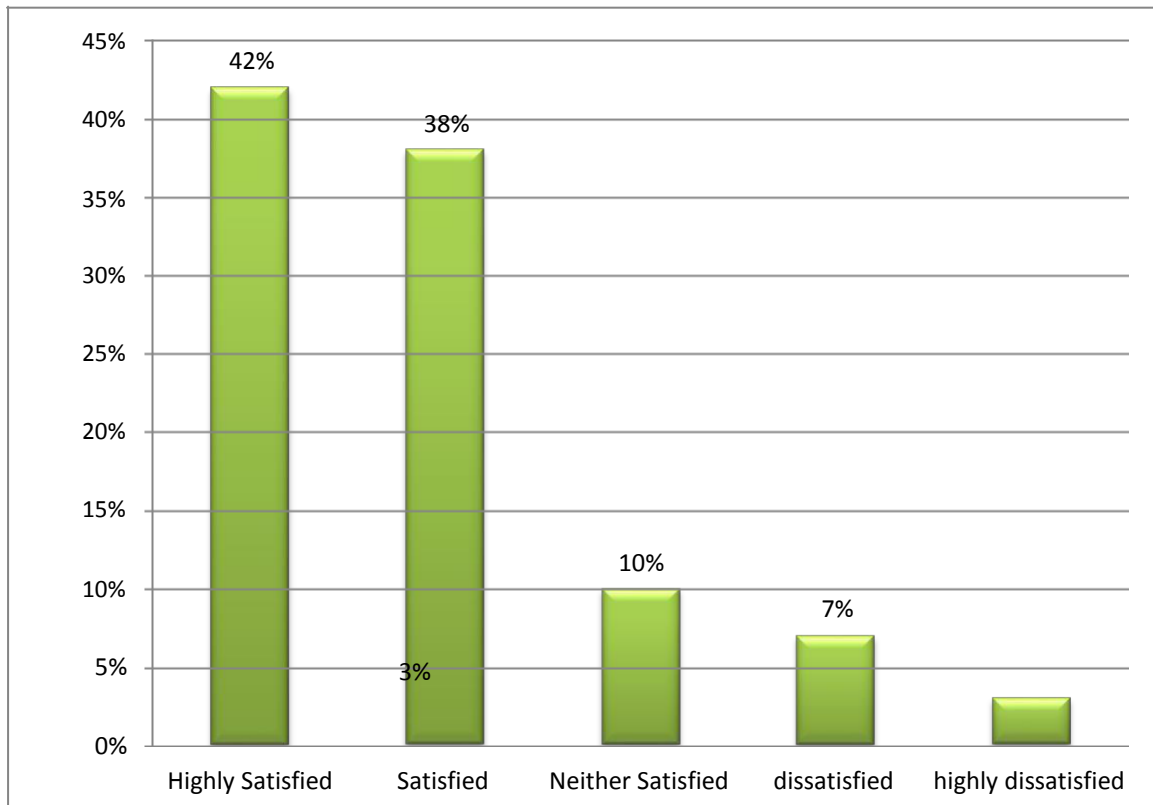


TABLE-13**SATISFACTION LEVEL WITH FUEL COMSUMPTION**

Serial Number	Particulars	Number of Respondents	Percentage (%)
1.	Highly Satisfied	48	48
2.	Satisfied	32	32
3.	Neither Satisfied	7	7
4.	Dissatisfied	8	8
5.	Highly dissatisfied	5	5
	Total	100	100

INTERPRETATION

The above table shows that's 48% of the respondents an having highly satisfied with fuel consumptions,32% of the respondents are satisfied 8% of the respondents in dissatisfied 7% of the respondents neither satisfied nor dissatisfied ,5% of the respondents are highly dissatisfied.

CHART-13

SATISFACTION LEVEL WITH FUEL COMSUMPTION

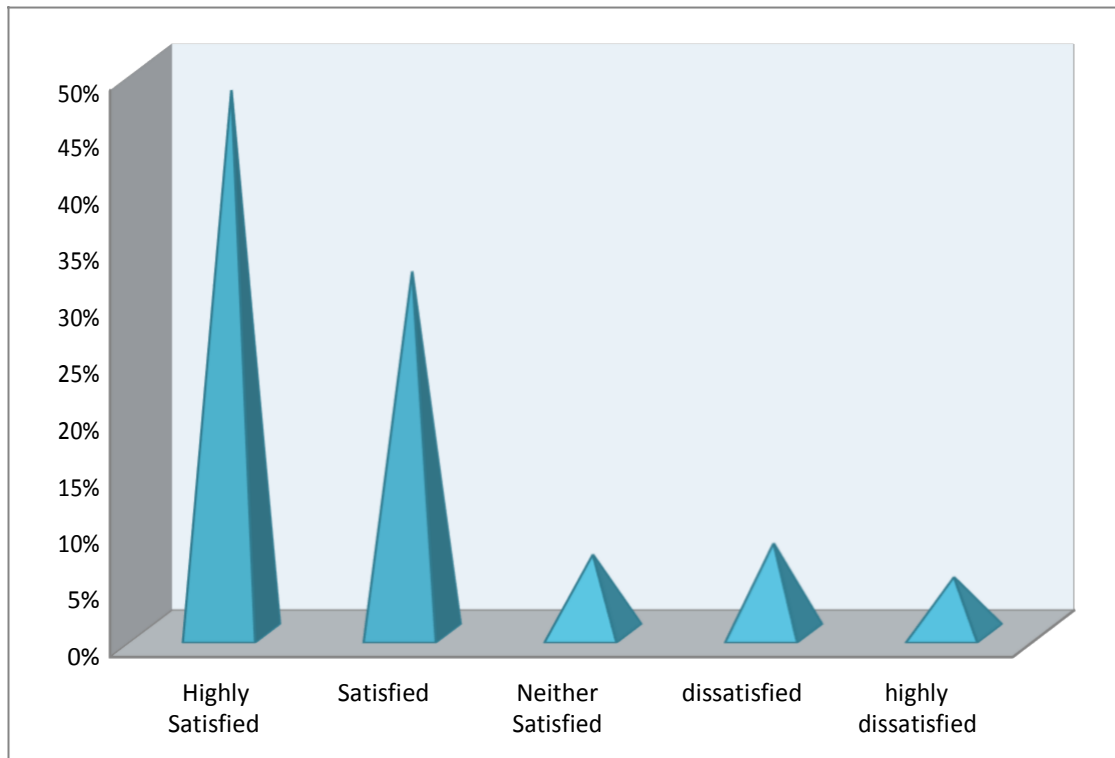


TABLE -14
SATISFACTION LEVEL WITH BREAK

Serial Number	Particular	Number of Respondents	Percentage (%)
1.	Highly Satisfied	40	40
2.	Satisfied	31	31
3.	Neither Satisfied	16	16
4.	Dissatisfied	8	8
5.	Highly dissatisfied	5	5
	Total	100	100

INTERPRETATION

From the above table shows that 40% of the respondents are highly satisfied with break, 31% of respondents are satisfied, 16% of the are neither satisfied nor dissatisfied, 8% of the respondents are dissatisfied and 5% of the respondents are highly dissatisfied with break.

CHART-14

SATISFACTION LEVEL WITH BREAK

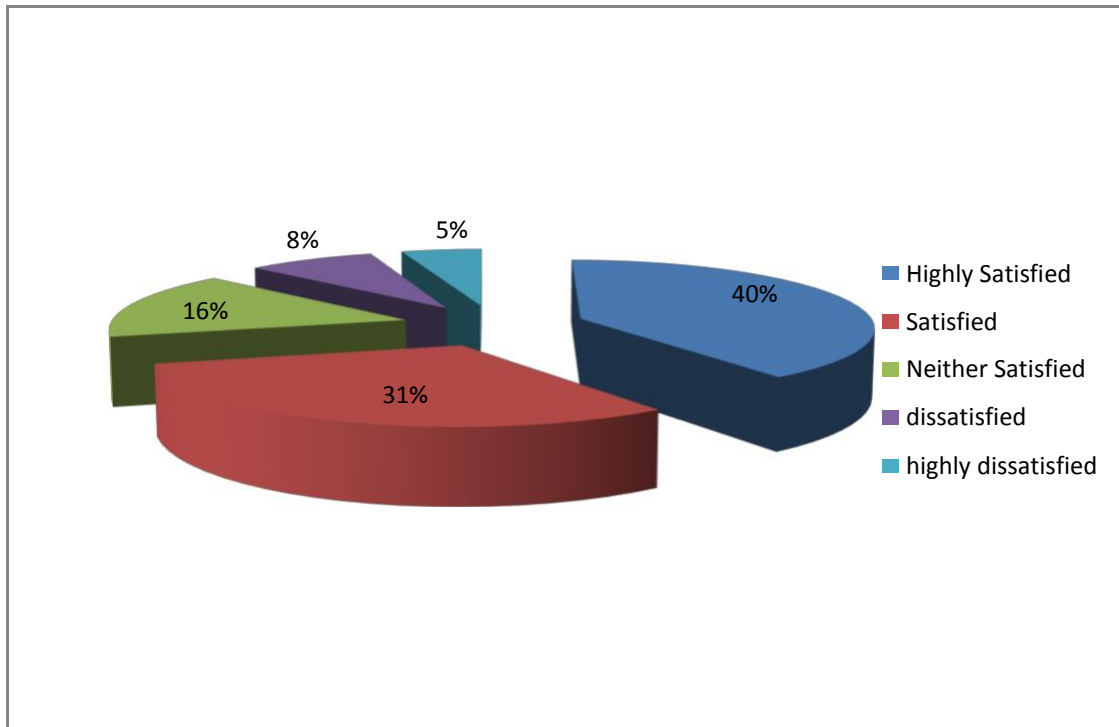


TABLE -15**SATISFACTION LEVEL WITH RE-SALES VALUE**

Serial Number	Particular	Number of Respondents	Percentage (%)
1.	Highly Satisfied	3	3
2.	Satisfied	20	20
3.	Neither Satisfied	35	35
4.	Dissatisfied	30	30
5.	Highly dissatisfied	12	12
	Total	100	100

INTERPRETATION

From above table shows that 30% of the customers are neither satisfied nor dissatisfied with Re-sale value of Royal Enfield vehicles, 30% of the customers are dissatisfied, 20% of the customers are satisfied, 12% of the customers are highly dissatisfied and 3% of the customers are highly satisfied with Re-sale value.

CHART-15

SATISFACTION LEVEL WITH RE-SALES VALUE

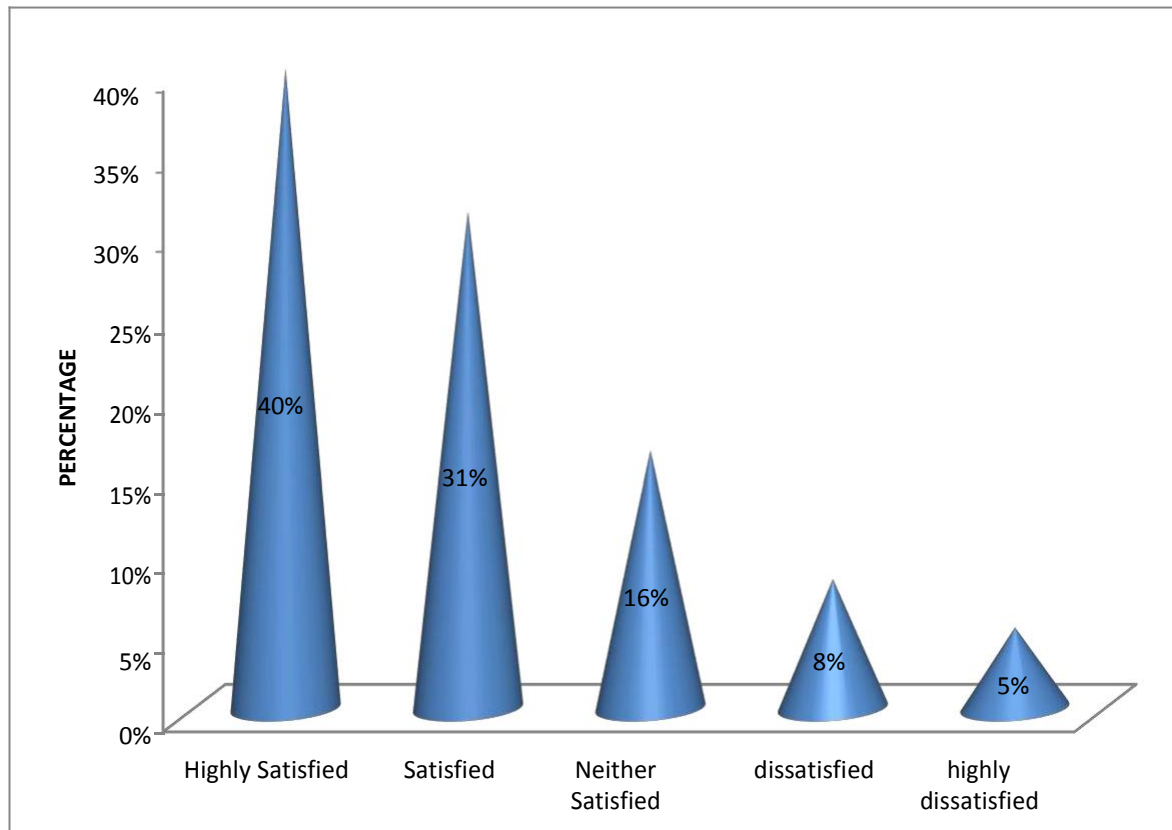


TABLE -16
SATISFACTION LEVEL WITH COLOURS

Serial Number	Particulars	Number of Respondents	Percentage (%)
1.	Highly Satisfied	20	20
2.	Satisfied	45	45
3.	Neither Satisfied	15	15
4.	Dissatisfied	14	14
5.	Highly dissatisfied	6	6
	Total	100	100

INTREPRETATION

From the above table shows that 45% of respondents are Satisfied with color of Royal Enfield vehicles 20% of respondents are highly satisfied 15% of the Respondents are neither nor dissatisfied 14% of the respondents are dissatisfied 6% of the Respondents are highly dissatisfied with color of Royal Enfield vehicles.

CHART-16

SATISFACTION LEVEL WITH COLOURS

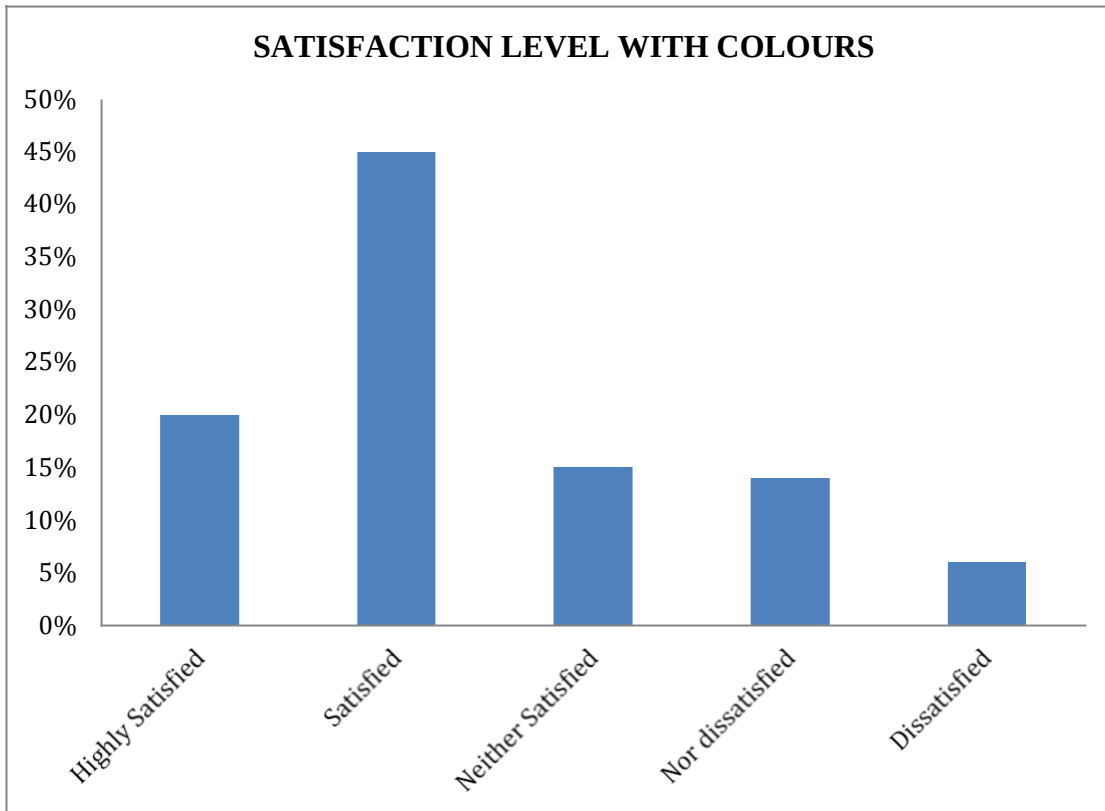


TABLE -17**SATISFACTION LEVEL OF ADVERTISEMENTS**

Serial Number	Particulars	Number of Respondents	Percentage (%)
1.	Highly Satisfied	45	45
2.	Satisfied	29	29
3.	Neither Satisfied	15	15
4.	Dissatisfied	8	8
5.	Highly dissatisfied	3	3
	Total	100	100

INTERPRETATION

From the above table shows that 45% of the customers are highly satisfied with advertisements of Royal Enfield vehicles, 29% of respondents are satisfied, 15% of the respondents are neither satisfied nor dissatisfied, 8% of respondents are dissatisfied 3% of the respondents are highly dissatisfied with advertisements of Royal Enfield vehicles.

CHART-17

SATISFACTION LEVEL OF ADVERTISEMENTS

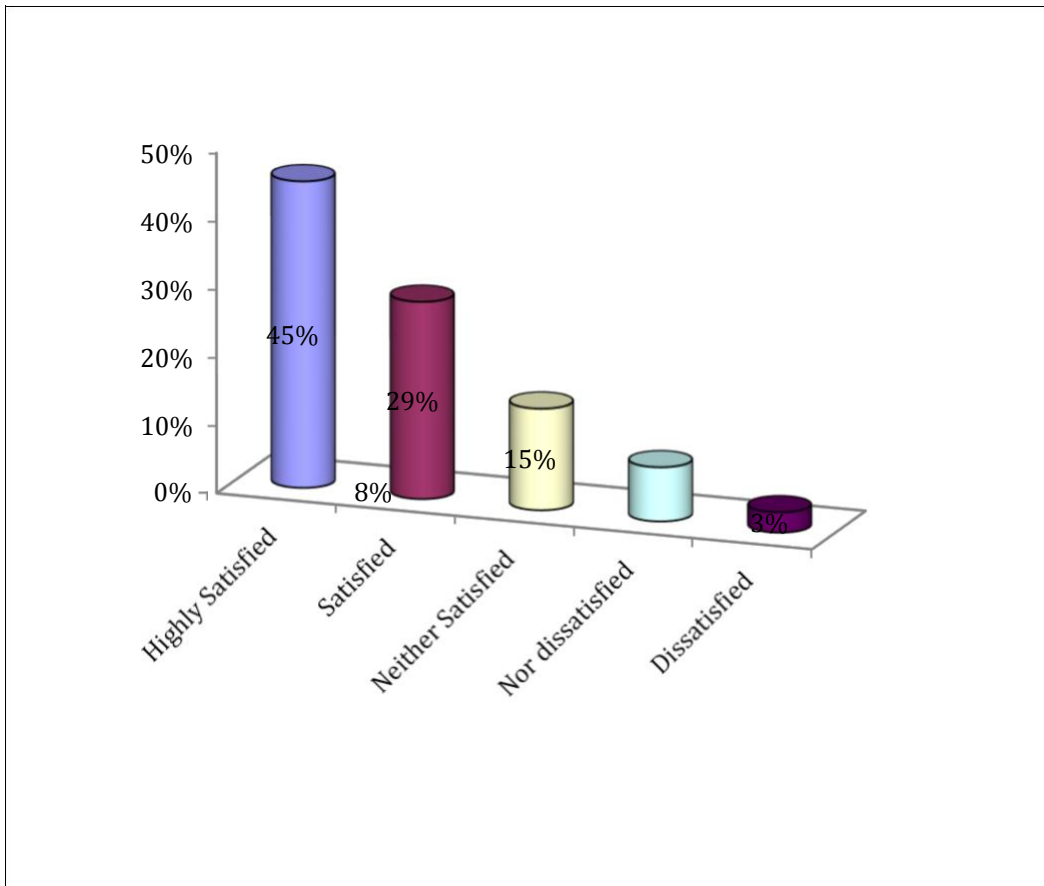


TABLE -18**SATISFACTION LEVEL OF CREDIT FACILITIES**

Serial Number	Particular	Number of Respondents	Percentage (%)
1.	Highly Satisfied	10	10
2.	Satisfied	15	15
3.	Neither Satisfied	21	21
4.	Dissatisfied	36	36
5.	Highly dissatisfied	18	18
	Total	100	100

INTERPRETATION

From the above table, it is clearly that note majority 36% of respondents are dissatisfied with credit facilities, 21% of customers are neither satisfied nor dissatisfied, 18% of customers are highly dissatisfied, 15% of customers are satisfied and 10% of customers are highly satisfied with credit facilities of Royal Enfield vehicles.

CHART-18

SATISFACTION LEVEL OF CREDIT FACILITIES

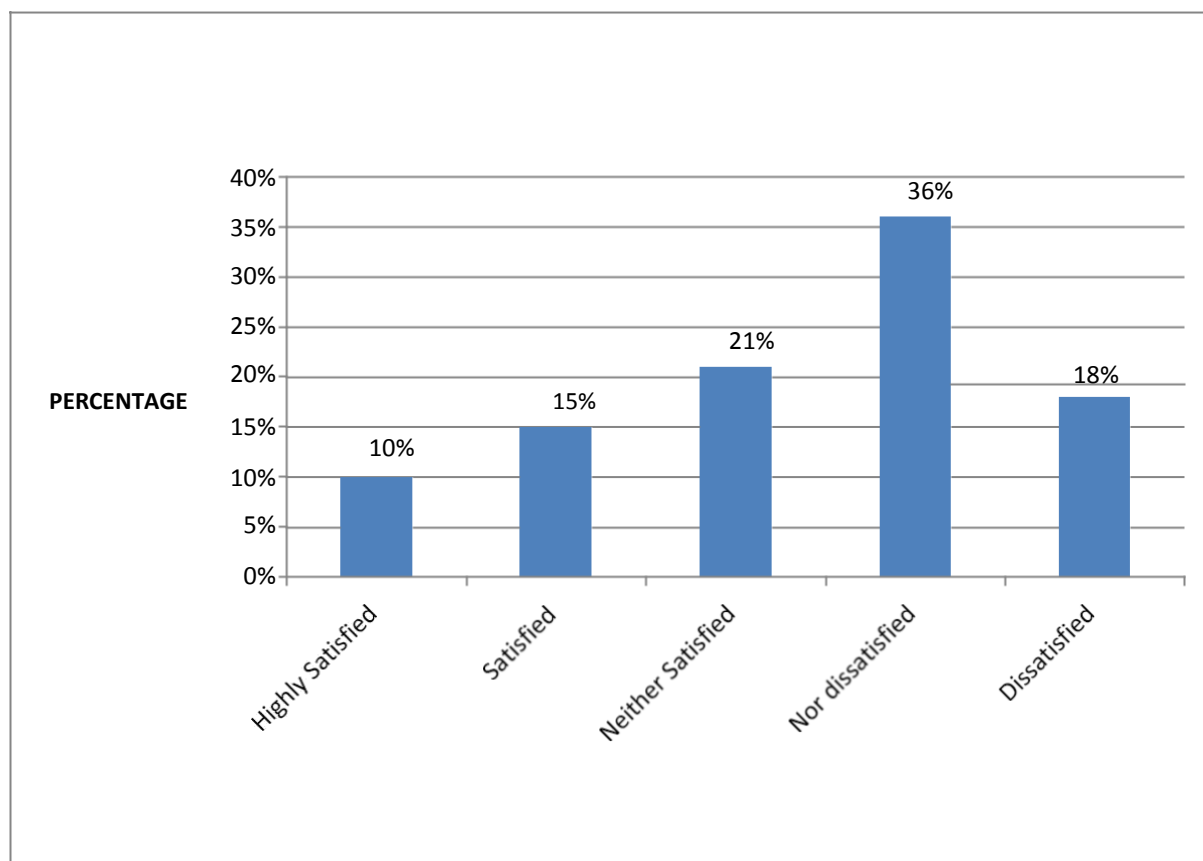


TABLE-19**SATISFACTION LEVEL OF CREDIT FACILITIES**

Serial Number	Particulars	Number of Respondents	Percentage (%)
1.	Highly Satisfied	10	10
2.	Satisfied	15	15
3.	Neither Satisfied	21	21
4.	Dissatisfied	36	36
5.	Highly dissatisfied	18	18
	Total	100	100

INTERPRETATION

From the above table shows that 36% respondents are dissatisfied with credit facilities 21% of customers' are neither satisfied nor dissatisfied, 18% of customer are highly dissatisfied, 15% of customer are satisfied and 10% of customer are highly satisfied with credit facilities of Royal Enfield vehicles.

CHART 19

SATISFACTION LEVEL OF CREDIT FACILITIES

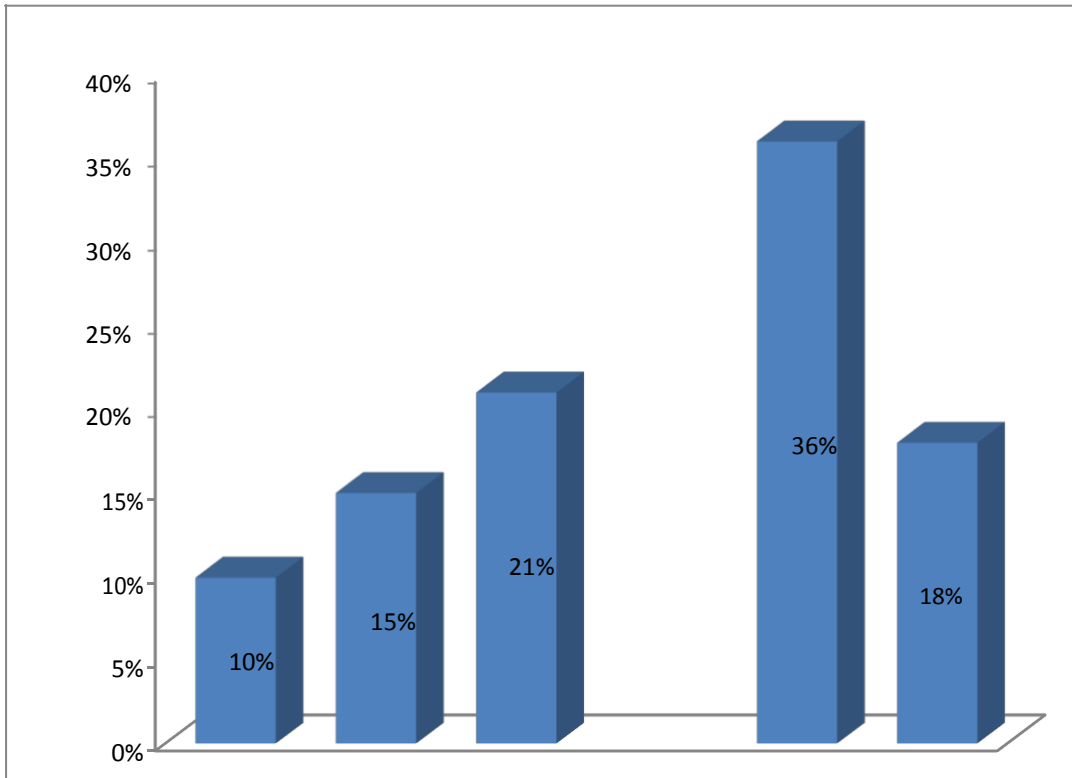


TABLE -20
SATISFACTON LEVEL WITH STYLE

Serial Number	Particulars	Number of Respondents	Percentage (%)
1.	Highly Satisfied	25	25
2.	Satisfied	40	40
3.	Neither Satisfied	18	18
4.	Dissatisfied	11	11
5.	Highly dissatisfied	6	6
	Total	100	100

INTERPRETATION

From the above table shows that 40% of the respondents are satisfied with style, 25% of the respondents are highly satisfied, 18% of the respondents are neither satisfied nor are dissatisfied 8% of the respondents highly dissatisfied with style Royal Enfield vehicles.

CHART-20

SATISFACTON LEVEL WITH STYLE

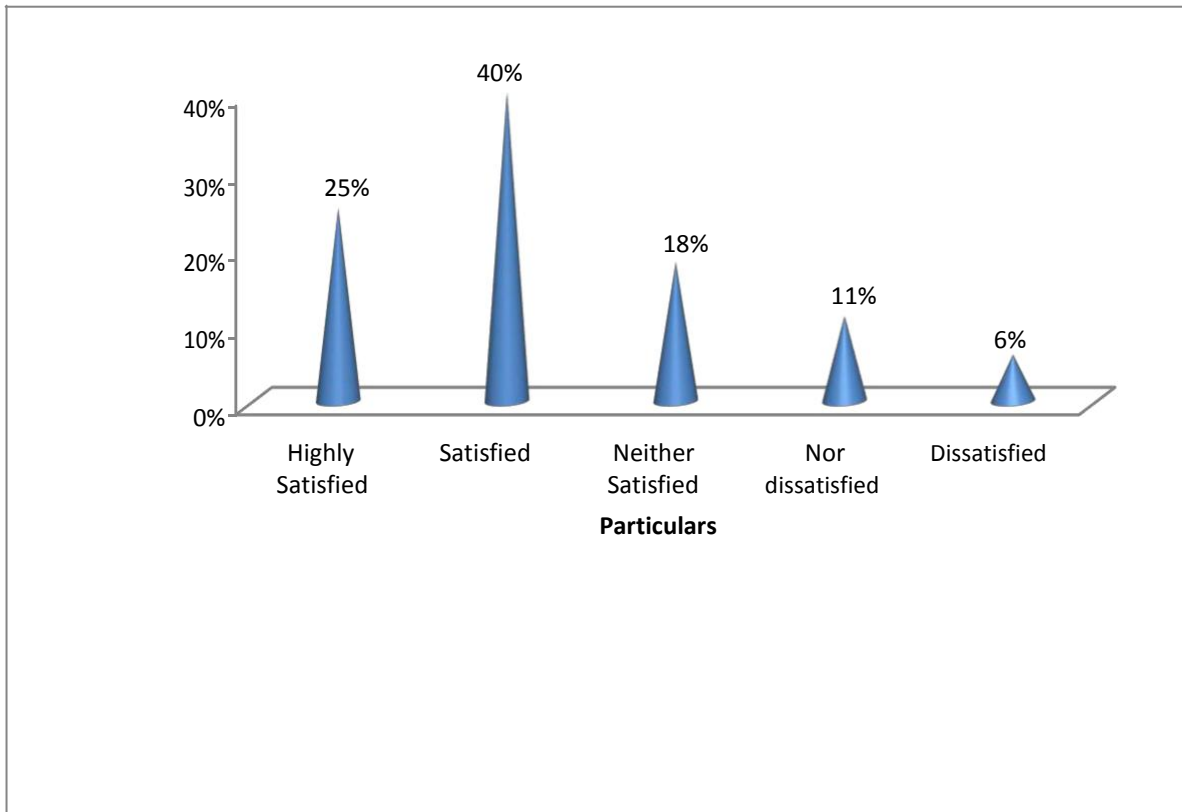


TABLE -21**SATISFACTION LEVEL WITH MAINTENANCE COST:**

Serial Number	particulars	Number of Respondents	Percentage (%)
1.	Highly Satisfied	15	15
2.	Satisfied	25	25
3.	Neither Satisfied	25	25
4.	Dissatisfied	30	30
5.	Highly dissatisfied	5	5
	Total	100	100

INTREPRETATION

From the table, maximum 15% of respondents dissatisfied with maintenance cost 25% of the respondents are satisfied 25% of the respondents are neither satisfied nor dissatisfied ,15% of the customers are highly satisfied and 5% of the customers are highly dissatisfied with maintenances cost of Royal Enfield vehicles.

CHART-21

SATISFACTION LEVEL WITH MAINTENANCE COST

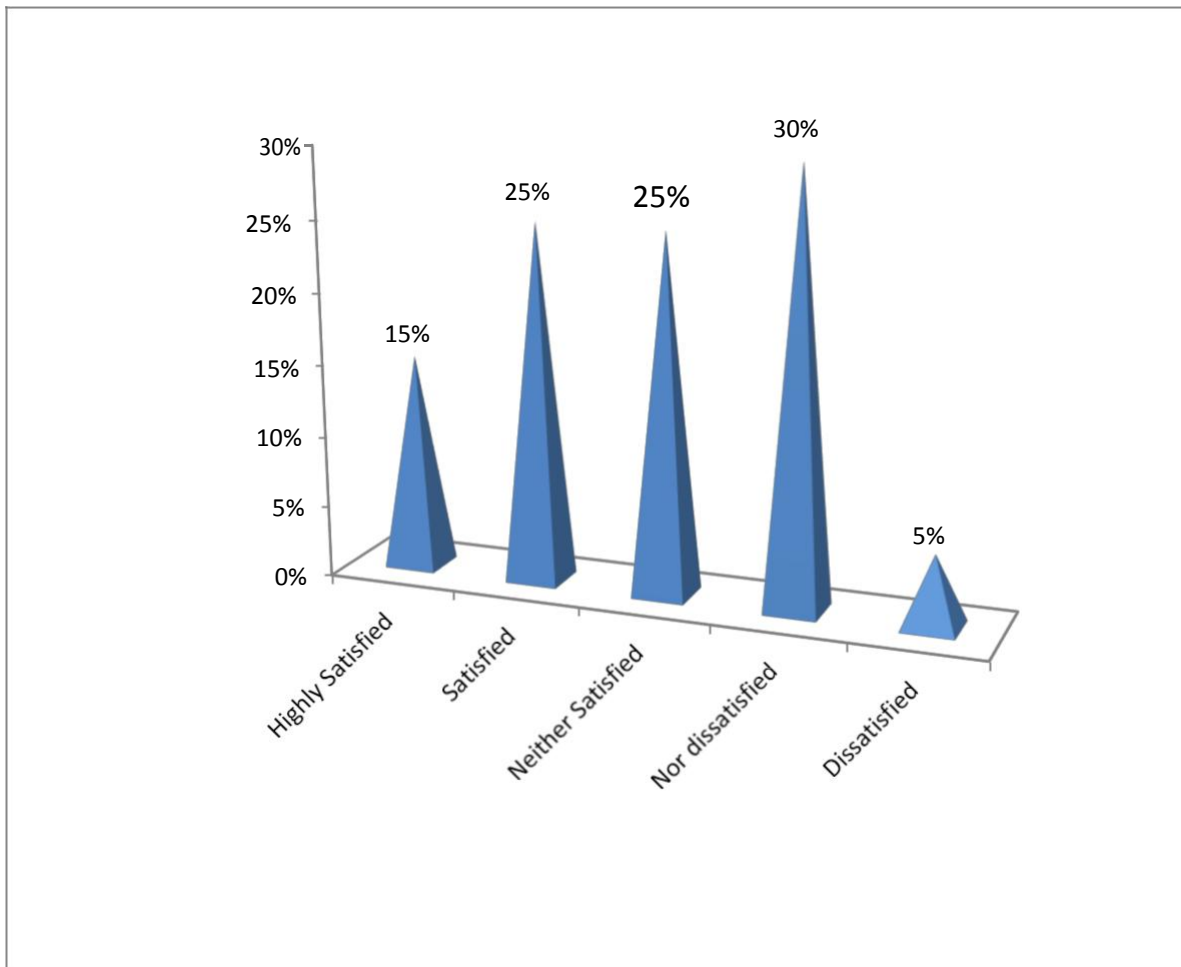


TABLE -22**SATISFACTON LEVEL WITH AVAILABLE OF SPARES**

Serial Number	Particulars	Number of Respondents	Percentage (%)
1.	Highly Satisfied	33	33
2.	Satisfied	50	50
3.	Neither Satisfied	10	10
4.	Dissatisfied	3	3
5.	Highly dissatisfied	4	4
	Total	100	100

INTERPRETATION

From the above table, it is clearly note that majority 50% of the respondents are satisfied with availability of spare parts ,33% customers highly satisfied ,10% of the customers are neither satisfied nor dissatisfied % of the customers are highly dissatisfied ,3% of the customers are dissatisfied with available of spares parts.

CHART-22

SATISFACTON LEVEL WITH AVAILABLE OF SPARES

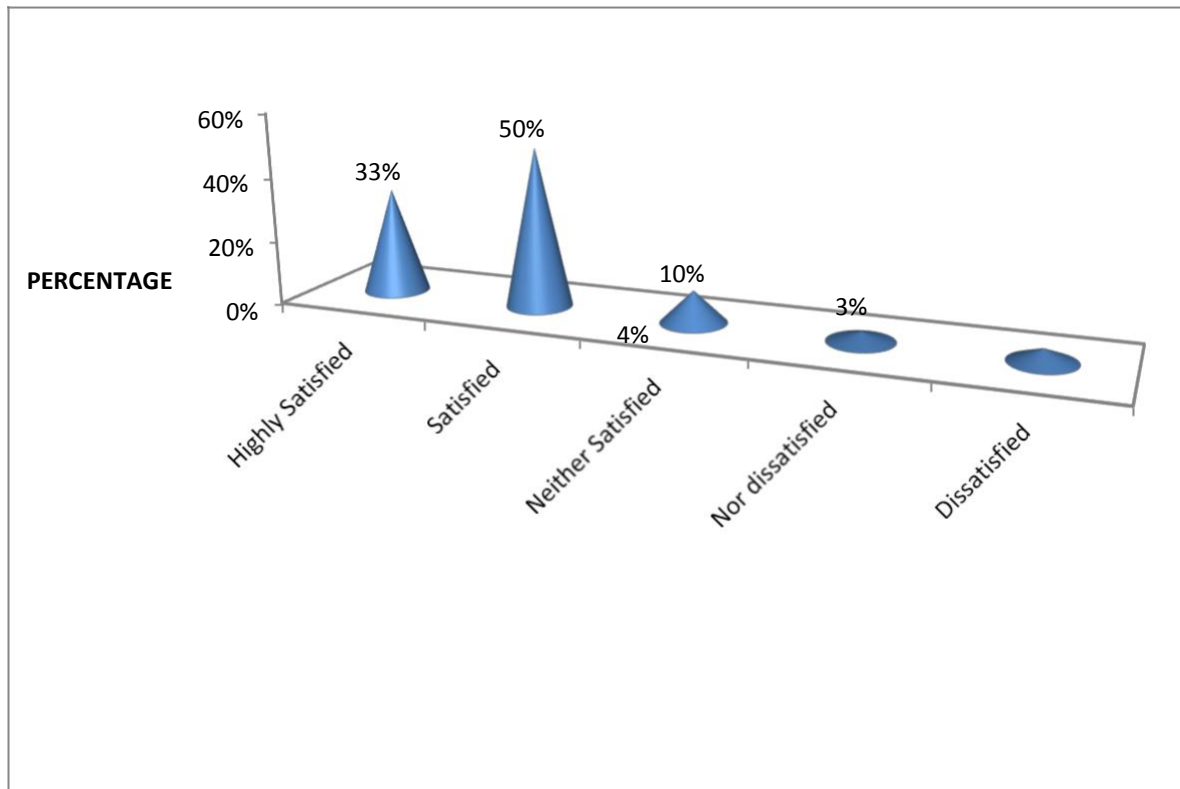


TABLE -23

SATISFACTON LEVEL WITH AVAILABLE OF SERVICE

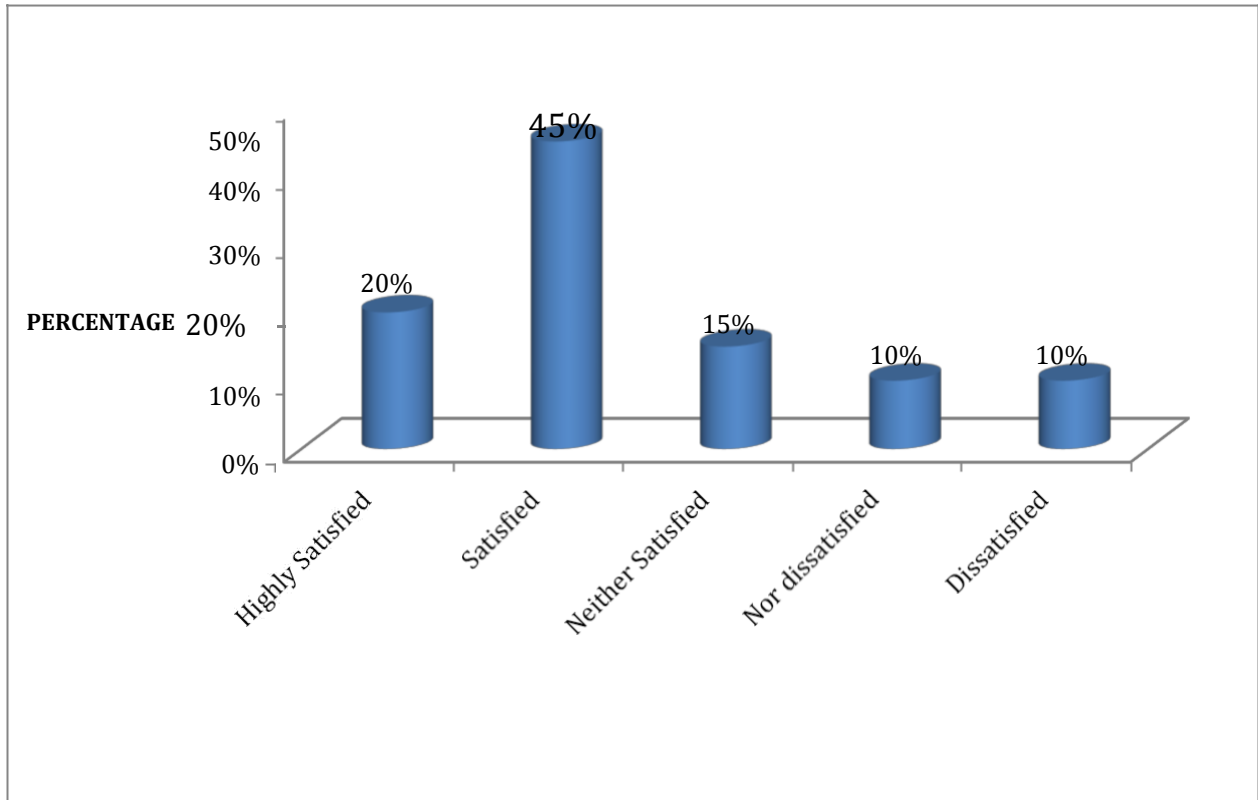
Serial Number	particulars	Number of Respondents	Percentage (%)
1.	Highly Satisfied	20	20
2.	Satisfied	45	45
3.	Neither Satisfied	15	15
4.	Dissatisfied	10	10
5.	Highly dissatisfied	10	10
	Total	100	100

INTERPRETATION

From the above table shows that 45% of the respondents are satisfied with availability of service, 20% of customers highly satisfied, 15% of customers are neither satisfied nor dissatisfied 10% of customers are dissatisfied and 10% customers arte highly dissatisfied with availability of service.

CHART-23

SATISFACTON LEVEL WITH AVAILABLE OF SERVICE



FINDINGS

1. 40% of the respondent's monthly income level are below Rs, 50000.
2. 50% of the respondents are currently using Royal Enfield star city.
3. 35% of the respondents are bought new vehicles of Royal Enfield company Ltd.
4. 32% of the respondents are satisfied with price of Royal Enfield vehicles.
5. 20% of respondents are influenced by family members and some 32% of the consumers are influenced by friends for bought Royal Enfield vehicles.
6. 60% of respondents are using this vehicle within 2 - 4 years.
7. 55% of the respondents are satisfied by free service.
8. 80% of the respondents are fully enjoyed to ride the Royal Enfield vehicles.
9. 42% of the respondents are satisfied with cost of the vehicle.
10. 6% of the customers are highly satisfied with fuel consumption.
11. 22% of the respondents are getting moderate satisfaction at the time of Re-sale value to their vehicle.
12. 56% of the customers are highly satisfied about the break condition of Royal Enfield vehicles.
13. 90% of the customers are satisfied with color of the Royal Enfield vehicles.
14. 15% of the consumers are highly satisfied with level of advertisement.
15. 46% of the consumers are dissatisfied with credit facilities and some of the customers have the opinion moderately.
16. 76% of the respondents are satisfied with style of Royal Enfield vehicles
17. 56% of the respondents are satisfied with maintenance cost and some of the respondents thinking moderate at the time of maintenance.
18. 18% of the customers are satisfied with availability of spare parts and some of the customers are highly satisfied.
19. 8% of the respondents are satisfied with the customers service of Royal Enfield vehicles.

SUGGESTIONS

1. Promotions activity must be improved through personal selling promotion and advertising it should be create brand image of Royal Enfield Vehicles reason that only 42% of respondents are satisfied about brand image of Royal Enfield Vehicles.
2. The company should take the steps to decrease the maintenance cost of Royal Enfield vehicle and improve the lifetime of Royal Enfield Motor Company vehicles.
3. To improve the credit facilities, reason that majority of consumers are dissatisfied with credit facilities.
4. The concern should introduce new color on Royal Enfield Vehicles, which will attract more customers.

CONCLUSION

“CONSUMER IS THE BOSS” of each and every firm (or) organization. Based on their taste, preference and needs we change our product mix. So, the present Royal Enfield Motor cycle has good brand image in Chennai area, as a research. I would like to suggest some promotional activities to increase the sales and improve the credit facilities, offer to the customer in the form of additional warranty period, additional free service, and effective quality of vehicle to provide quality of customers these will by creating the sale in future.

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WEBSITES:

<https://business.mapsofindia.com/automobile/two-wheelers-manufacturers/royal-enfield-motors-india.html>

QUESTIONNAIRE

1. Name :
2. Sex : A. male () B. female ()
3. Age :
() below25 () 25-30 () 30-35 () above35
4. Educational Qualification:
() Illiterate () Secondary level () Diploma () Graduate
5. Occupation
() Farmer () Business man () Govt. Private& Employee
() Others
6. Monthly Income
() Below Rs5000 () Rs.5000-10000 () 10000-15000 ()
15001 and above
7. Which brand of ROYAL ENFIELD vehicle you are having?
() Apache () Star City () Flame () ROYAL ENFIELD
victor
8. Mode of purchase
() New () Second hand
9. Who influences to purchase the vehicle?
() Family members () Friends () Relatives () Sales peoples
10. How many years are you having ROYAL ENFIELD vehicles?
() Upto2Years () 2-4Years () 4-6Years () Above 6Years
11. When did you come to the service?
() For free service () Periodical maintenance () During the repairs to bike
12. What is your opinion above overall satisfactory level of this ROYAL ENFIELD motor co.ltd?
() Very good () Good () Neutral () Poor () Very poor

13. How do feel about ride this vehicle?

- () Satisfaction () Highly satisfaction () Neither satisfaction
() Dissatisfaction () Highly dissatisfaction

**PLEASE SPECIFY LEVELS OF SATISFACTION WITH YOUR ROYAL ENFIELD
VEHICLE**

Q.No	Particular	Highly Satisfaction	Satisfaction	Neither satisfaction Nor Dissatisfaction	Dissatisfaction	Highly Dissatisfac tion
14	Cost of Vehicles					
15	Brand Name					
16	Fuel Consumption					
17	Break					
18	Resale Value					
19	Color					
20	Advertisement					
21	Credit Facility					
22	Style					
23	Maintenance Cost					
24	Available of Spare					
25	Available of Service					