

**A STUDY ON CUSTOMER SATISFACTION TOWARDS BIKES OF
ROYAL ENFIELD**

Submitted in partial fulfilment of the requirement for the reward of

Bachelor Of Commerce

By

DINESH.P

39740083



Bachelor Of Commerce

SCHOOL OF BUSINESS ADMINISTRATION

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 - 600119

MAY 2022



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SCHOOL OF BUSINESS ADMINISTRATION

BONAFIDE CERTIFICATE

This is to certify that this Project Report is the bona fide work of DINESH.P (39740083) who has done the Project work entitled "**A STUDY ON CUSTOMERS SATISFACTION TOWARDS BIKES OF ROYAL ENFIELD**" under my supervision from January 2022 to MARCH 2022.

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Submitted for Viva-voce Examination held on _____

Internal Examiner

External Examiner

DECLARATION

I DINESH.P (39740083). Hereby declare that the Project Report entitled “**A STUDY ON CUSTOMERS SATISFACTION TOWARDS BIKES OF ROYAL ENFIELD**” done by me under the guidance of DR.S. JOYCE. Assistant Professor, School of Business Administration is submitted in partial fulfilment of the requirements for the award of Bachelor of Commerce degree.

DATE:

DINESH.P

PLACE: CHENNAI

SIGNATURE OF THE CANDIDATE

ACKNOWLEDGEMENT

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DINESH.P

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.

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CHAPTER 1

INTRODUCTION

1.1 Introduction:

Since the Lambretta scooter was replaced with the flurry of exciting two-wheeler model's 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 scoter 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, Intercpter350, 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. he 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 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 Royal Enfield Bullet 350cc and 500cc models.

List of models produced at plant:



Thunderbird 500



Thunderbird 350



Classic 350



Classic desert storm



Bullet Electra



Continent



Classic 500

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 I 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 many factors. This study aims to explore the factors influencing the acquisition intention of customers towards 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 motorevels, 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 to meet it. 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 bullet bike.

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/ Procedure

Survey area chose as a district Sangli. 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 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:

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

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.

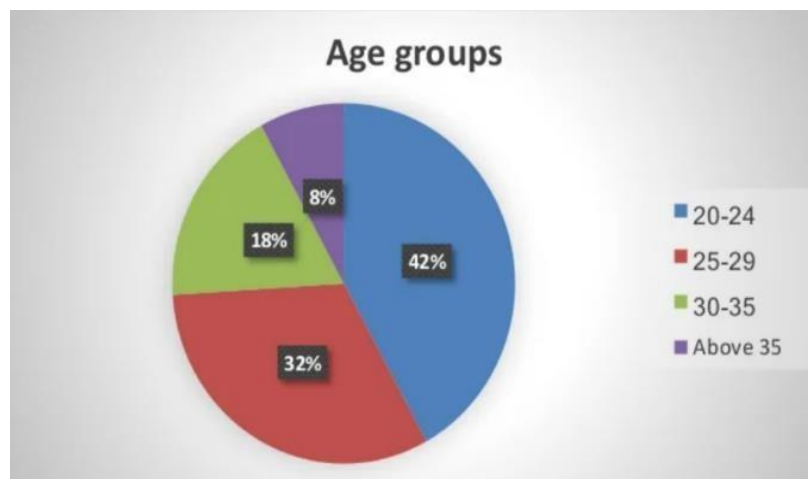
CHAPTER IV

ANALYSIS AND INTERPRETATION

4.1 **PEERCENTAGE ANALYSIS:**

Table No 4.1.1 Age of the respondents

Age groups	Respondents	Percentage (%)
20-24	42	42.00%
25-29	32	32.00%
30-35	18	18.00%
Above 35	8	8.00%
Total	100	100%



SOURCE: primary data.

INTERPRETATION:

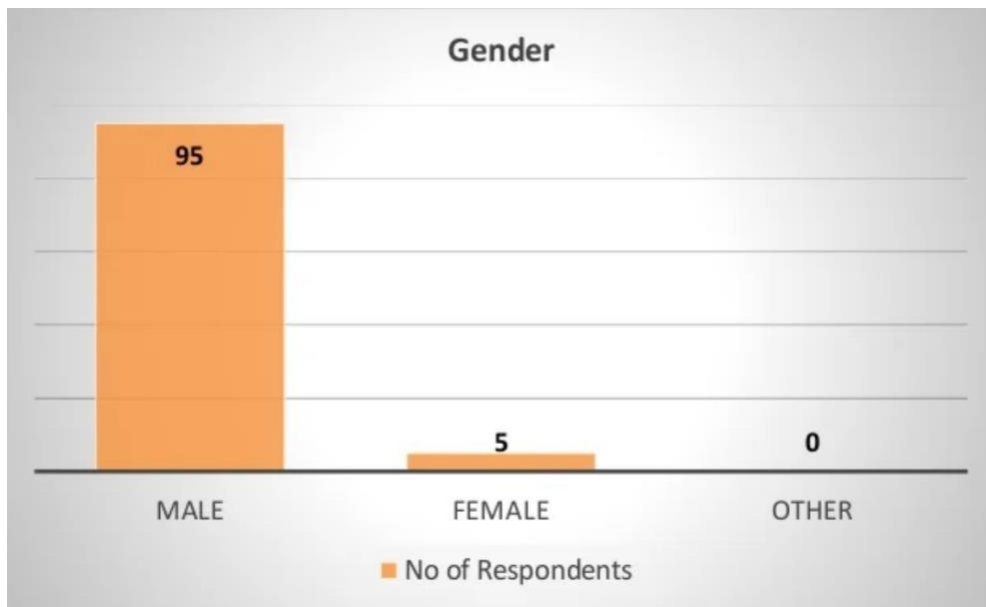
According to above table 42% Respondents are in age group 20 to 24; 32% Respondents in between 25-29; 18% were in 30-35; 8% in above 35 years old. It is inferred that most of the royal Enfield users are youths and Adults are generally not preferring Royal Enfield bike.

INFERENCE: Majority (42%) respondents are in age group of 20-24.

TABLE NO 4 .1.2: GENDER OF THE RESPONDENTS

Gender	Respondents	Percentage (%)
Male	95	95.00%
Female	5	5.00%
Other	0	0%
Total	100	100%

GRAPH NO 4.1.2: GENDER OF THE RESPONDENTS



SOURCE: primary data

INTERPRETATION:

According to above table out of 100 Respondents. 95% were Male. where as 5% were Female. It is inferred that majority males are customers of Royal Enfield Bike and only some girls are using.

INFERENCE: Majority of the respondents are male (95%).

TABLE NO 4.1.3: OCCUPATION OF THE RESPONDENTS.

Occupation	respondents	Percentage(%)
Students	44	44.00%
Govt.servant	7	7.00%
Ex-serviceman	4	4.00%
Profeesional	20	20.00%
Self-employed	23	23.00%
Other	2	2.00%
Total	100	100%

GRAPH NO 4.1.3: OCCUPATION OF THE RESPONDENTS.



SOURCE: primary data.

INTERPRETATION:

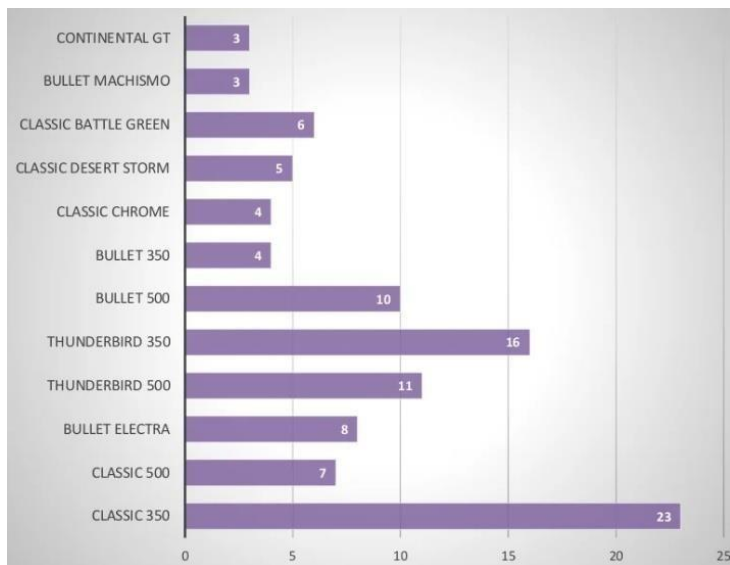
According to above table 44% Respondents were Students; 7% Respondents were Govt, servants; 4% were Ex-serviceman; 20% were Professionals; 23% were Self employed and 2% respondents doing other jobs. Majority of students are owning Royal Enfield and the main reason is it shows stongness, other professionals are less as compare to students.

INFERENCE: majority of the respondents are (44%) students.

Table no 4.1.4 :model of royal Enfield do you presently own

Product	Respondents	Percentage (%)
Classic 350	23	23.00%
Classic 500	7	7.00%
Bullet Electra	8	8.00%
Thunderbird 500	11	11.00%
Thunderbird 350	16	16.00%
Bullet 500	10	10.00%
Bullet 350	4	4.00%
Classic Chrome	4	4.00%
Classic Desert Storm	5	5.00%
Classic Battle Green	6	6.00%
Bullet Machismo	3	3.00%
Continental GT	3	3.00%
Total	100	100%

Graph no 4.1.4:model of royal Enfield do you presently own.



SOURCE: primary data.

INTERPRETATION :

According to above table 23% Respondents are using bullet classic 350 which is highest number after that 16% Respondents are using Thunderbird 350 and other models of bullet having less users in the district. It is inferred that Classic 350 is favorite among the customers and other models are unable to attract customers.

INFERENCE: Majority of the respondents (23%) of classic 350.

Table 4.1.5: satisfaction level with respect to after sales service

Satisfaction level	Respondents	Percentage (%)
Highly Satisfied	22	22.00%
Satisfied	47	47.00%
Dissatisfied	31	31.00%
Total	100	100%

Graph 4.1.5: satisfaction level with respect to after sales service



SOURCE: primary data.

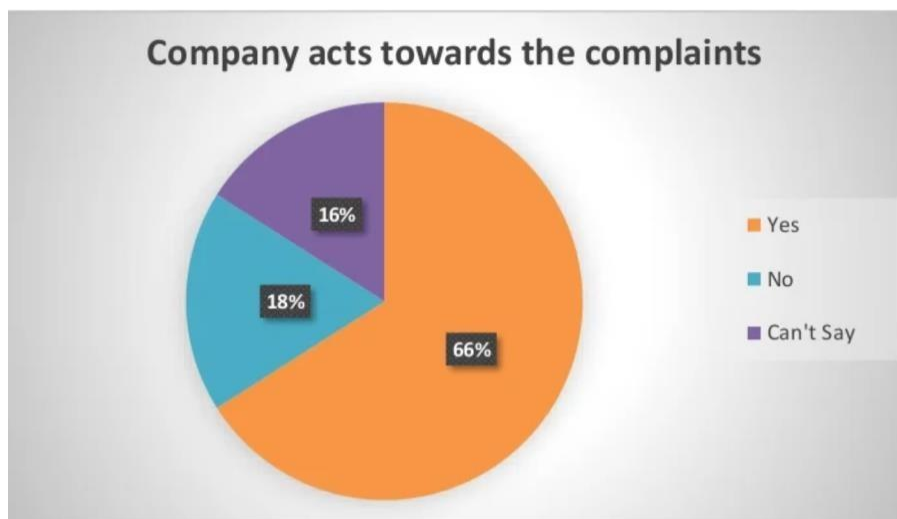
INTERPRETATION: According to above table 22% respondents are Highly Satisfied, 47% of them are satisfied, while 31% of them are dissatisfied with the after sales service of their Royal Enfield bike. It is inferred that a smaller number of respondents are satisfied with after sale service of Royal Enfield.

INFERENCE: majority of the respondents (47%) are satisfied after sale service.

Table no: 4.1.6: company acts towards the complaints lodged by the customers

Company acts towards the complaints	Respondents	Percentage (%)
Yes	66	66.00%
No	18	18.00%
Can't say	16	16.00%
Total	100	100%

Graph no: 4.1.6: company acts towards the complaints lodged by the customers



SOURCE: primary data.

INTERPRETATION:

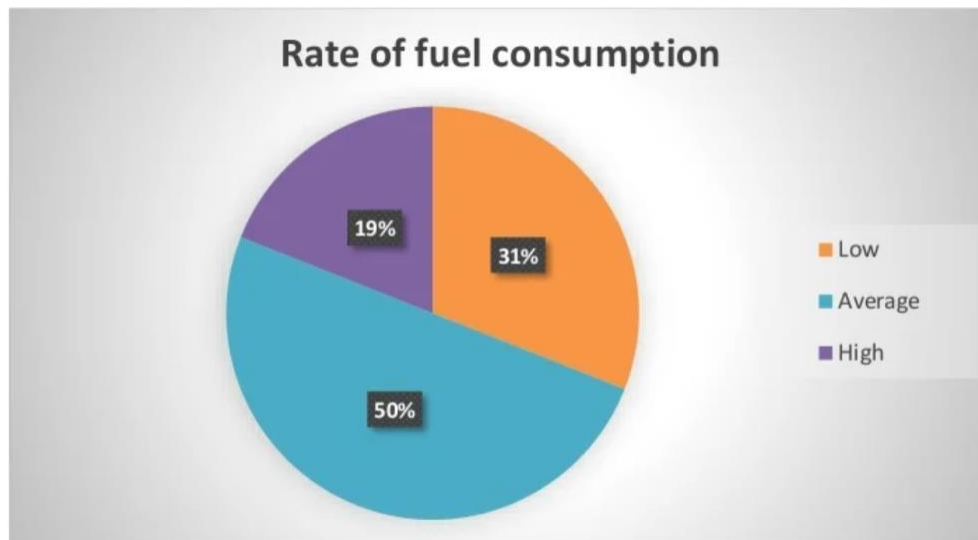
According to above table 66% respondents are of the view that, agree that company acts towards the complaints lodged by the customers. 18% of them are not agree with this statement. while 16% of them can't say anything. Most of the customer says that the company act towards complaint lodged by customers.

INFERENCE: majority of the respondents (66%) customer says that the company acts towards complaints lodged by customers.

Table 4.1.7: rate of fuel consumption for Royal Enfield

Rate of consumption	Respondents	Percentage (%)
Low	31	31.00%
Average	50	50.00%
High	19	19.00%
total	100	100%

Graph no 4.1.7: rate of fuel consumption for Royal Enfield



SOURCE: primary data.

INTERPRETATION:

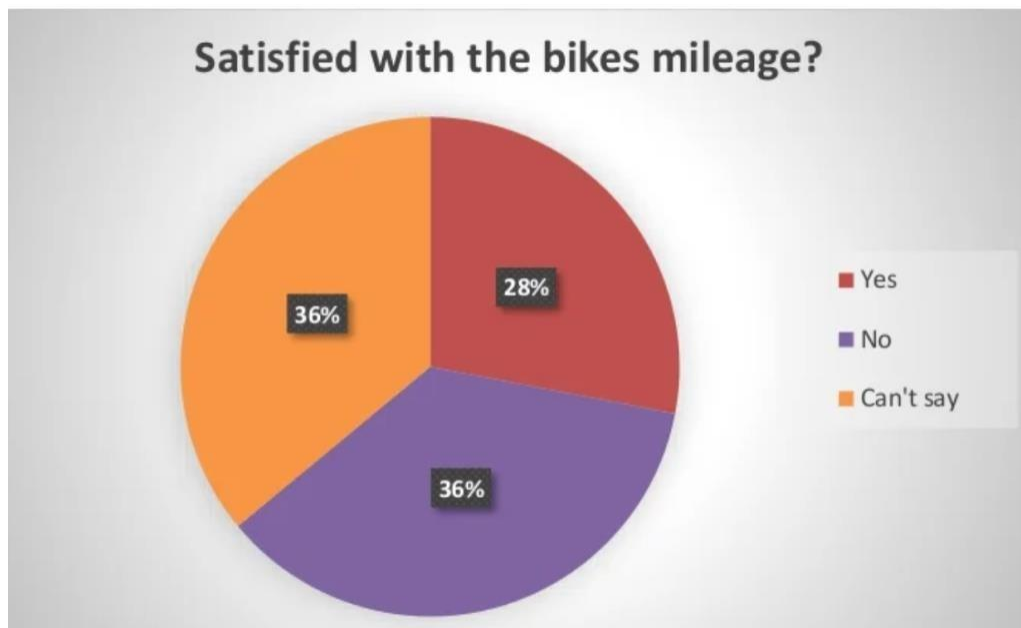
According to above table 50% respondents are of the view that. Royal Enfield bike has average fuel consumption rate, 31% of them are saying that the fuel consumption rate is low, while 19% of them are of the view that it has high fuel consumption rate,

INFERENCE: It is inferred that half of the respondents (50%) feel that the fuel consumption is average as compare to other bikes.

Table 4.1.8: satisfaction with the bike's mileage.

Satisfied with the bike's mileage?	Respondents	Percentage (%)
yes	28	28.00%
no	36	36.00%
Can't say	36	36.00%
Total	100	100%

Graph no 4.1.8: satisfaction with the bike's mileage.



SOURCE: Primary data'

INTERPRETATION:

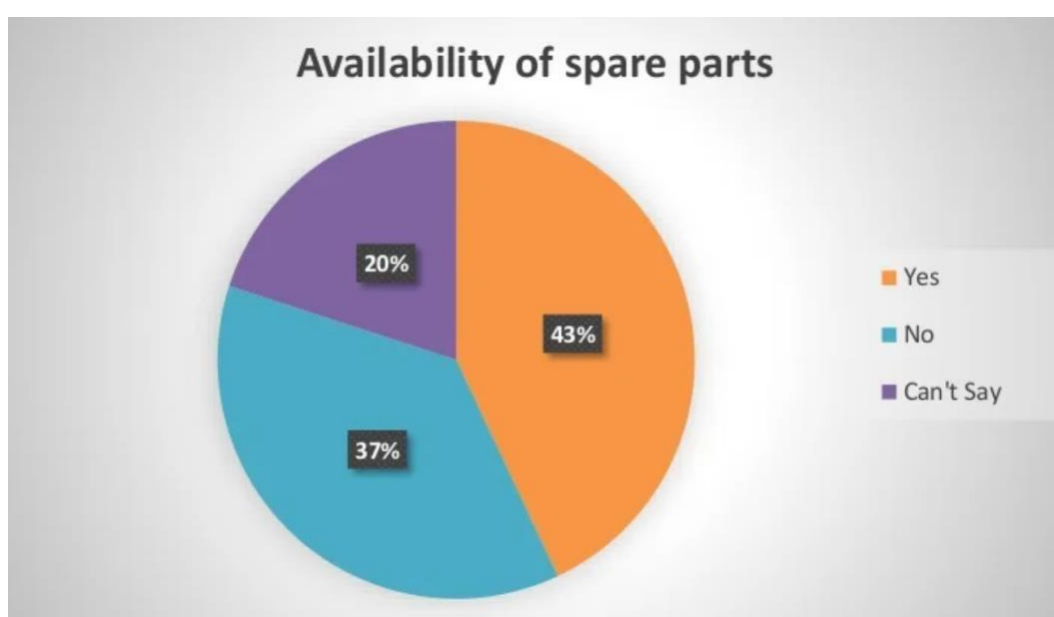
According to above table 28% respondents are satisfied with the bike's mileage, 36% of them are not agree with this statement, while 36% of them can't say anything.

INFERENCE: It is inferred that customers are not fully satisfied with the mileage of Royal Enfield bike.

Table 4.1.9: easily get spare parts of Royal Enfield in Market

Availability of spare parts	Respondents	Percentage (%)
Yes	43	43.00%
No	37	37.00%
Can't say	20	20.00%
total	100	100%

Graph 4.1.9: easily get spare parts of Royal Enfield in Market



SOURCE: Primary data.

INTERPRETATION:

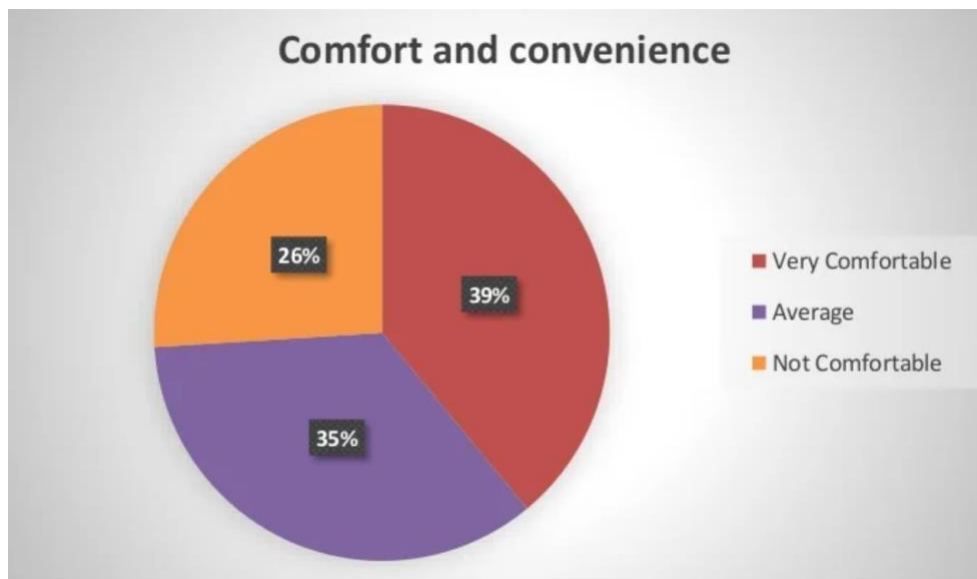
According to above table 43% respondents are of the view that, they easily get spare parts of bike In the market, 37% of them are not agree with this statement, while 20% of them can't say anything.

INFERENCE: it is inferred that Most of the respondents (43%) feel that the parts of Royal Enfield are available the market, there is no any shortage kind of situation.

Table 4.1.10: When it comes to comfort and convenience,

comfort and convenience	respondents	Percentage (%)
Very comfortable	39	39.00%
Average	35	35.00%
Not comfortable	26	26.00%
Total	100	100%

Graph no 4.1.10: When it comes to comfort and convenience



SOURCE: Primary data

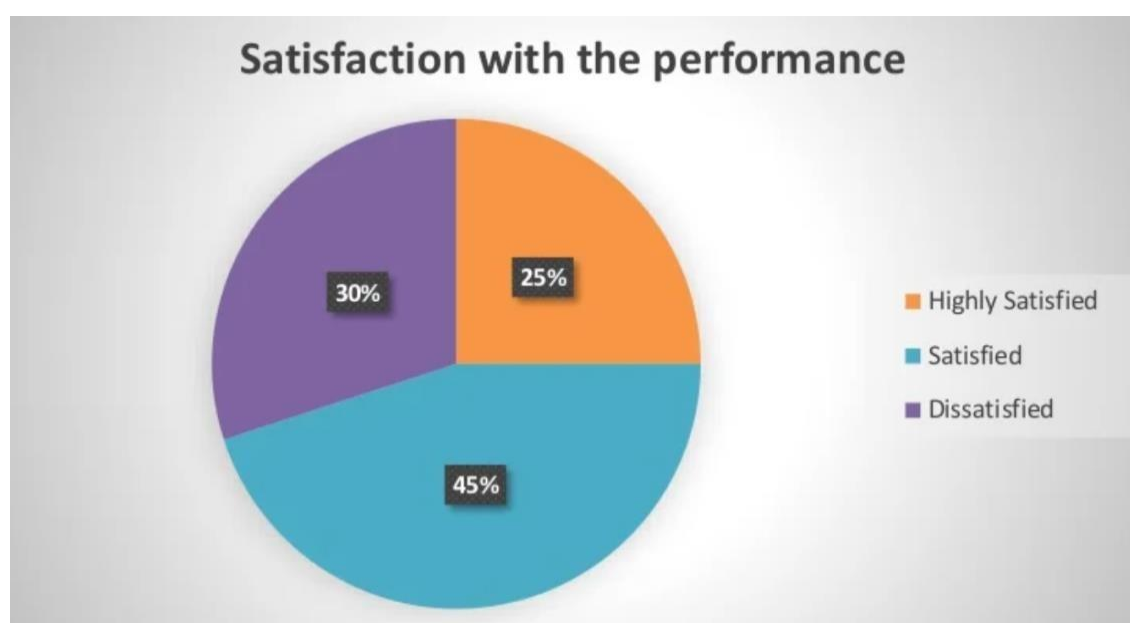
INTERPRETATION: According to above table 39% respondents are of the view that Royal Enfield bike is very comfortable and convenient for them, 35% of them are saying that comfort is average, while 26% says that bike is not comfortable and convenient.

INFERENCE: It is inferred that respondents (39%) of Royal Enfield bike is more comfortable as compare to other sport bikes.

Table 4.1.11: Are you satisfied with the performance of the bike.

Satisfaction with the performance	Respondents	Percentage (%)
Highly Satisfied	25	25.00%
Satisfied	45	45.00%
Dissatisfied	30	30.00%
total	100	100%

Graph no 4.1.11: Are you satisfied with the performance of the bike.



SOURCE: Primary data.

INTERPRETATION:

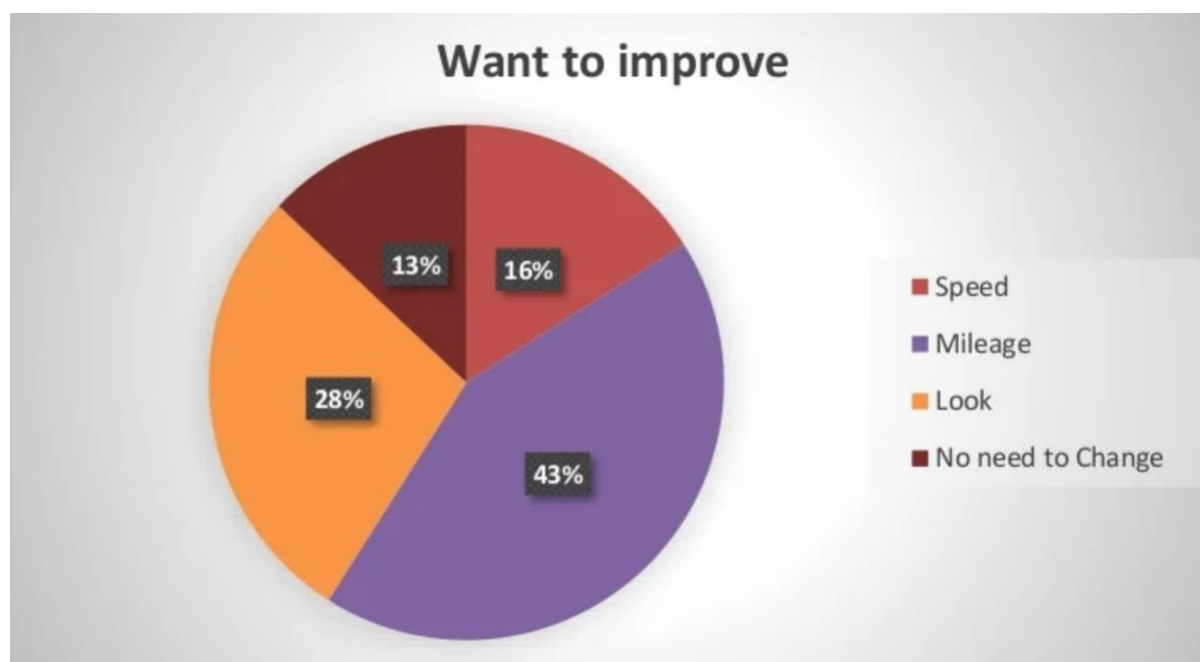
According to above table 25% respondents are Highly Satisfied, 45% of them are satisfied, while 30% of them are dissatisfied with the performance of Royal Enfield bike. There is fewer number of respondents who highly satisfied with the performance of Royal Enfield. Most of the customer are not fully satisfied with the performance of bike.

INFERENCE: majority of the respondents (45%) are satisfied with performance of the bike

Table 4.1.12: What is the one thing you want to improve in bike.

Want to improve	respondents	Percentage
Speed	16	16.00%
Mileage	43	43.00%
look	28	28.00%
No need to Change	13	13.00%
total	100	100%

Graph no 4.1.12: What is the one thing you want to improve in bike.



SOURCE: Primary data.

INTERPRETATION:

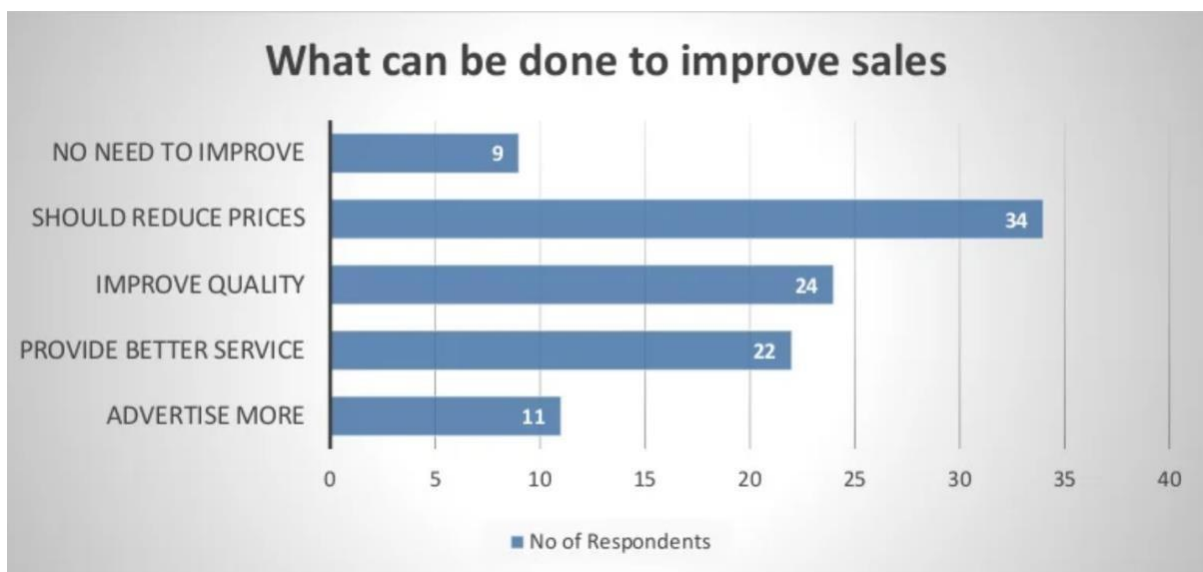
According to (B) table 16% respondents says that company should improve speed of bike, 43% says mileage, 28% says look and 13% says that there is no need to change in bike.

INFERENCE: It is inferred that (43%) customers are wanted more fuel-efficient bike. They suggested improvement in mileage.

Table 4.1.13 According to your opinion what can done to improve Royal Enfield bike's sales in local markets.

What can be done to improve sales	Respondents	Percentage (%)
Advertise more	11	11.000%
Provide better service	22	22.00%
Improve quality	24	24.00%
Should reduce prices	34	34.00%
No need to improve	9	9.00%
total	100	100%

Graph no 4.1.13: According to your opinion what can done to improve Royal Enfield bike's sales in local markets.



SOURCE: Primary data.

INTERPRETATION: According to (B) table 11% respondents says that company should advertise more, 22% says that company should provide better service, 24% says improve quality, 34% says that company should reduce the price of the product and 9% says that there is no need to change for growing sales In local market.

INFERENCE: Most of the respondents (34%) think that company should reduce prices of its products as well as improve quality of the bikes.

Table 4.1.14: Overall satisfaction level has derived as expected from Royal Enfield bike.

Overall satisfaction	Respondents	Percentage (%)
Detractors	60	60.00%
Passives	28	28.00%
Promoters	12	12.00%
Total	100	100%

Graph no 4.1.14: Overall satisfaction level has derived as expected from Royal Enfield bike.



SOURCE: Primary data.

INTERPRETATION:

According to (B) table and graph no. 4.11. 60% respondents are Detractors. 28% of them are Passives, while 12% of them are Promoters of Royal Enfield bikes.

INFERENCE: It is inferred that most of the customers are not fully satisfied with the Royal Enfield bike. They want more from the Royal Enfield.

Rate of fuel consumption *satisfaction with the Bike's mileage CROSSTABULATION						
			Satisfaction with the bike 's mileage			TOTAL
			Yes	No	Can't say	
Rate of fuel consumption	Low	Count	0	31	0	31
		Expected count	8.4	11.2	11.5	31.0
	Average	Count	14	5	30	49
		Expected count	13.2	17.6	18.1	49.0
	High	Count	13	0	7	20
		Expected count	5.4	7.2	7.4	20.0
TOTAL		Count	27	36	37	100
		Expected count	27.0	36.0	37.0	100.0

4.2 HYPOTHESIS TESTING:

ANALYSIS

Chi-Square Tests			
	Value	df	sig
Pearson Chi-Square	89.903	4	.000
Likelihood Ratio	104.601	4	.000
No of Valid Cases	100		
a.0 cells (.0%) have expected count Less than 5. The minimum Expected count is 5.40			

RESULT:

P-value (.000) is less than 0.05 signifies that there is an association between the fuel consumption of Royal Enfield and satisfaction of the buyer and therefore we reject the null hypothesis.

CHAPTER 5

FINDINGS, SUGGESTIONS AND CONCLUSION

5.1 FINDINGS:

- It is inferred that most of the royal Enfield users are youths and Adults are generally not preferring Royal Enfield bike. (Table No. 4.1.1)
- It is inferred that majority males are customers of Royal Enfield Bike and only some girls are using It. (Table No. 4.1.2)
- Majority of students are owning Royal Enfield and the main reason is it shows strongness, other professionals are less as compare to students. (Table No. 4.1.3)
- It is inferred that Classic 350 is favourite among the customers and other models are unable to attract customers. (Table No. 4.1.)
- It is inferred that a smaller number of respondents are satisfied with after sale service of Royal Enfield. (Table No. 4.1.2)
- Most of the customer saves that the company act towards complaint lodged by customers. (Table No. 4.1.3)
- It is inferred that half of the respondents feel that the fuel consumption is average as compare to other bikes. (Table No. 4.1.4)
- It is inferred that customers are not fully satisfied with the mileage of Royal Enfield bike. (Table No. 4.1.5)
- Most of the respondents feel that the parts of Royal Enfield are available in the market there is no any shortage kind of situation. (Table No. 4.1.6)
- It is inferred that Royal Enfield bike is more comfortable as compare to other sport bikes. (Table No. 4.1.7)

- There is fewer number of respondents who highly satisfied with the performance of Royal Enfield. Most of the customer are not fully satisfied with the performance of bike. (Table No. 4.1.8)
- It is inferred that maximum number of customers are want more fuel-efficient bike they suggested improvement in mileage. (Table No. 4.1.9)
- Most of the respondents think that company should reduce prices of its products as well as improve quality of the bike. (Table No. 4.1.10)
- It is inferred that most of the customers are not fully satisfied with the Royal Enfield bike. They want more from the Royal Enfield. (Table No. 4.1.11)

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 opined that there is a need to improve the technology of Royal Enfield bikes like bike should have digital meter.
- 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 that's once sale service. Come back to accomplish younger generation and time of life are additional fascinated by Royal Enfield Bullet, the shopping for behaviour is ruled preponderantly by the requirement for power and respect for the long-lasting whole and users are largely skilled males. 20-35 years getting on, together with some students. Most of the purchasers are drawn to new unharness classic 350/900, additionally customers are simply buying the value of Royal Enfield bike and customers are terribly loyal towards the whole Royal Enfield bullet. Royal Enfield thought to specialise in its effort to succeed in the client the millage 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 within 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 of the bikes 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 customers in local market is not fully satisfied with the Royal Enfield bike

APPENDIX-I (OUESTIONNIAIRE)

1 .NAME

2. AGE

3. MAIL ID

4. GENDER

- ☐ MALE
- ☐ FEMALE
- ☐ OTHER

5. Occupation

- ☐ Student
- ☐ Govt-servant
- ☐ Ex-serviceman
- ☐ Professional
- ☐ Self-employed
- ☐ Other

6. which model of Royal Enfield do you presently own?

- ☐ Classic 350
- ☐ Classic 500
- ☐ Bullet Electra
- ☐ Thunderbird 500
- ☐ Thunderbird 350
- ☐ Bullet 500
- ☐ Bullet 350
- ☐ Classic chrome
- ☐ Classic desert storm

7. How vou rate for our satistaction level with respect to after sales service of our Royal Enfield bike?

- ☐ Highly satisfied
- ☐ Satisfied
- ☐ Dissatisfied

8. Do you agree that company acts towards the complaints lodged by the customers?

- ☐ Yes
- ☐ No
- ☐ Can't say

9. are you satisfied with the bike's mileage?

- ☐ Yes
- ☐ No
- ☐ Can't say

10. will you easily get spare parts of royal Enfield in market?

- ☐ Yes
- ☐ NO
- ☐ Can't say

11. when it comes to comfort and convenience, the royal Enfield bike is...

- ☐ Very comfortable
- ☐ Average
- ☐ Not comfortable

12. are you satisfied with the performance of the bike?

- ☐ Highly satisfied
- ☐ Satisfied
- ☐ Dissatisfied

13. what is the one thing you want to improve in bike?

- ☐ Speed
- ☐ Mileage
- ☐ Look
- ☐ No need to change

14. according to your opinion what can be done to improve Royal Enfield bike's sales in local markets?

- Advertise more
- Provide better service
- Improve quality
- Should reduce prices
- No need to improve

15. overall satisfaction level has derived as expected as from Royal Enfield bike?

- Highly dissatisfied 0 1 2 3 4 5 6 7 8 9 10 delighted