

A STUDY ON CUSTOMER SATISFACTION TOWARDS ROYAL ENFIELD BIKES

Submitted in partial fulfillment of the requirements for the award of **Bachelor of business
administration**

By

M. DHINESH

(Register no.39280036)



**DEPARTMENT OF BUSINESS ADMINISTRATION SCHOOL
OF MANAGEMENT STUDIES**

SATHYABAMA

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

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JEPPIAAR NAGAR, RAJIV GANDHI SALAI, CHENNAI – 600 119



SATHYABAMA UNIVERSITY

(Established under Section 3 of UGC Act, 1956)

Jeppiaar Nagar, Rajiv Gandhi Salai, Chennai - 600 119 www.sathyabamauniversity.ac.in



SCHOOL OF MANAGEMENT STUDIES

BONAFIDE CERTIFICATE

This is to certify that this Project Report is the bonafide work of **M. Dhinesh (39280036)** who carried out the project entitled “**A Study on customer satisfaction towards Royal Enfield Bikes**” under our supervision from January 2022 to March 2022.

MS M. JAYASEELY

Internal guide

Dr. Bhuvaneshwari Gowthaman, MBA, Ph.D.,

Dean – School of Management Studies

Submitted for Viva voce Examination held on_____

Internal Examiner

External Examiner

DECLARATION

I **M. DHINESH** (39280036) hereby declare that the Project Report entitled A STUDY ON CUSTOMER SATISFACTION TOWARDS ROYAL ENFIELD BIKES done by me under the guidance of **MS M. JAYASEELY** (internal) is submitted in partial fulfillment of the requirements for the award of Bachelor of Business Administration.

DATE:

M. DHINESH

PLACE: CHENNAI

SIGNATURE OF THE CANDIDATE

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ABSTRACT

The purpose of this study on customers satisfaction will help us to understand the needs and wants of the customers towards Royal Enfield. The study could provide appropriate and timely information about the position of satisfaction level of customer towards Royal Enfield. This study also investigates the services and factors which influence the customers to purchase the Royal Enfield Bikes and also identify what customers are expecting from the Royal Enfield.

To know about the customer preferences and factors which influence the customer's preferences in buying decision process. Customers satisfaction is influenced strongly by culture, social, personal and psychological factors. For this purpose, 100 customers were selected and established the various response based on the questionnaire method. By and large it was found that most of the customers are choosing Royal Enfield because of its vehicle appearance, pickup, good models and engine appearance etc.

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1.1 Introduction

A motorcycle may be defined as a self-propelled, engine-powered, two-wheeled vehicle. A steam velocipede built by inventor Sylvester H. Roper may be the earliest known motorcycle

In the present era, customer is the centre point of all the marketing activities. The objectives of the marketers have shifted from “maximization of profits” to “maximization of customer satisfaction”. Business firms not only retain their current customers, but also increased their market share by satisfying customers through high quality after sales service. After –sales service availability is a critical deciding factor while choosing an automobile.

The two wheeler industry is facing new challenges. Globalization, individualizations, digitalization and increasing competition are pressing the face of the industry. In addition, increasing safety requirements and voluntary environmental commitments by the two wheeler industry have also contributed to the changes ahead. Size is no longer a guarantee of success. Only those companies that find new ways to create value will prosper in the future.

Driving the most luxurious Bike has been made possible by the stiff competition in the Automobile industry in India, with overseas players gathering the same momentum as the domestic participants.

Every other day, we have been hearing about some new launches, some low cost Bikes - all customized in a manner such that the common man is not left behind. In 2015, the Automobile industry is expected to see a growth rate of around 9%, with the disclaimer that the auto industry in India has been hit badly by the ongoing global financial crisis. The Automobile industry in India happens to be the ninth largest in the world. Following Japan, South Korea and Thailand, in 2013, India emerged as the fourth largest exporter of Automobiles.

1.2 Objectives of the study

- ❖ To gather information about Consumer satisfaction toward Royal Enfield Bikes in the geographic region of Shivamogga (KAR).
- ❖ To know the customer satisfaction towards the after sales service offers by Royal Enfield Company.
- ❖ To assess the needs, requirements and expectations of the customer in order to assess their current satisfaction levels.
- ❖ To study perception and buying behaviour of customers towards Royal Enfield in India
- ❖ To provide suggestions, in improving the customer satisfaction and the company sales and profitability

1.3 Need of the study

- ❖ Increase market share requires an understanding of customer and their satisfaction towards the product. Customer satisfaction survey of Royal Enfield leads to examine the efficient factor to excel in the market.
- ❖ The best way to establish revenue goals and sales quotas for products, territories or stores/branches is to base them on the true customer satisfaction within the area with a realistic picture of customer satisfaction, you can focus resources intelligently, maintaining a presence where you're strong and investing heavily where opportunity is greatest.
- ❖ These days it is very clear that market is having drastic changes and all the companies are acting according to it because to survive in the market and this should be achieved by studying about the customer options and analyzing their future requirements.
- ❖ This study is definitely going to help to analyze the customer and can take necessary steps for the improvement of the services by the company

1.4 Scope of the study

- ❖ The scope of the study is to find out the customer satisfaction with reference to Royal Bikes.
- ❖ The study covers the different aspects of customer satisfaction. This has been conducted in Shivamogga. The scope of study is to judge the level of satisfaction of consumer with respect to awareness and perception of Royal Enfield Bikes.
- ❖ This study is aiming for converting unsatisfied customers into satisfied customers into delightful customers

1.5 Limitations of the study

However we tried our best in collecting the relevant information for our research report, yet there are always some problems faced by the researcher. The prime difficulties which we faced in collection of information are discussed below:

- ❖ The time period for carrying out the research was short as a result of which many facts have been left unexplored.
- ❖ Lack of time and other resources as it was not possible to conduct survey at large level.
- ❖ Only 100 respondents have been chosen which is a small number, to represent whole of the population
- ❖ The study was constrained only to Shivamogga city. A more intensive study would be necessary to arrive at exact conclusion.

CHAPTER 2

COMPANY PROFILE

INDUSTRIAL PROFILE

2.1 Introduction

India became the fourth largest auto market in 2018 with sales increasing 8.3 per cent year-on-year to 3.99 million units. It was the seventh largest manufacturer of commercial vehicles in 2018.

The Two Wheelers segment dominates the market in terms of volume owing to a growing middle class and a young population. Moreover, the growing interest of the companies in exploring the rural markets further aided the growth of the sector.

India is also a prominent auto exporter and has strong export growth expectations for the near future. Automobile exports grew 14.50 per cent during FY19. It is expected to grow at a CAGR of 3.05 per cent during 2016-2026. In addition, several initiatives by the Government of India and the major automobile players in the Indian market are expected to make India a leader in the two-wheeler and four-wheeler market in the world by 2020.

2.2 Market size

Overall domestic automobiles sales increased at 6.71 per cent CAGR between FY13- 19 with 26.27 million vehicles getting sold in FY19. Domestic automobile production increased at 6.96 per cent CAGR between FY13-19 with 30.92 million vehicles manufactured in the country in FY19.

In FY19, year-on-year growth in domestic sales among all the categories was recorded in commercial vehicles at 17.55 per cent followed by 10.27 per cent year-on-year growth in the sales of three-wheelers.

Premium motorbike sales in India crossed one million units in FY18. During January-September 2018, BMW registered a growth of 11 per cent year-on-year in its sales in India at 7,915 units. Mercedes Benz ranked first in sales satisfaction in the luxury vehicles segment according to J D Power 2018 India sales satisfaction index (luxury). Sales of electric two-wheelers are estimated to have crossed 55,000 vehicles in 2017-18.

2.3 Investments

In order to keep up with the growing demand, several auto makers have started investing heavily in various segments of the industry during the last few months. The industry has attracted Foreign Direct Investment (FDI) worth US\$ 22.35 billion during the period April 2000 to June 2019, according to data released by Department for Promotion of Industry and Internal Trade (DPIIT).

Some of the recent/planned investments and developments in the automobile sector in India are as follows:

- ❖ Audi India plans to launch nine all-new models including Sedans and SUVs along with futuristic e-tron electric vehicle (EV) by the end to 2019.
- ❖ MG Motor India to launch MG ZS EV electric SUV in early 2020 and plans to launch affordable EV in next 3-4 years.
- ❖ BYD-Olectra, Tata Motors, Ashok Leyland to supply 5,500 electric buses for different state departments.
- ❖ Premium motorbike sales in India recorded seven-fold jump in domestic sales reaching 13,982 units during April-September 2019. The sale of luxury cars stood between 15,000 to 17,000 in first six months of 2019.
- ❖ In H1 2019, automobile manufacturers invested US\$ 501 million in India's auto-tech companies start-ups, according to Venture intelligence.

- ❖ For self-driving and robotic technology start-ups, Toyota plans to invest US\$100 million.
- ❖ In India, 7 Series face lift launched by BMW and the new X7 SUV has been introduced at Rs 98.90 lakh (US\$ 0.14 million).
- ❖ Ashok Leyland has planned a capital expenditure of Rs 1,000 crore (US\$ 155.20 million) to launch 20-25 new models across various commercial vehicle categories in 2018-19.
- ❖ Hyundai is planning to invest US\$ 1 billion in India by 2020. SAIC Motor has also announced to invest US\$ 310 million in India.
- ❖ Mercedes Benz has increased the manufacturing capacity of its Chakan Plant to 20,000 units per year, highest for any luxury car manufacturing in India.
- ❖ As of October 2018, Honda Motors Company is planning to set up its third factory in India for launching hybrid and electric vehicles with the cost of Rs 9,200 crore (US\$ 1.31 billion), its largest investment in India so far.
- ❖ In November 2018, Mahindra Electric Mobility opened its electric technology manufacturing hub in Bangalore with an investment of Rs 100 crore (US\$ 14.25 million) which will increase its annual manufacturing capacity to 25,000 units.

2.4 Government Initiatives

The Government of India encourages foreign investment in the automobile sector and allows 100 per cent FDI under the automatic route. Some of the recent initiatives taken by the Government of India are -

- ❖ Under Union Budget 2019-20, government announced to provide additional income tax deduction of Rs 1.5 lakh (US\$ 2,146) on the interest paid on the loans taken to purchase EVs.
- ❖ The government aims to develop India as a global manufacturing centre and an R&D hub.
- ❖ Under NATRiP, the Government of India is planning to set up R&D centres at a total cost of US\$ 388.5 million to enable the industry to be on par with global standards.

- ❖ The Ministry of Heavy Industries, Government of India has shortlisted 11 cities in the country for introduction of electric vehicles (EVs) in their public transport systems under the FAME (Faster Adoption and Manufacturing of (Hybrid) and Electric Vehicles in India) scheme. The government will also set up incubation centre for start-ups working in electric vehicles space.
- ❖ In February 2019, the Government of India approved the FAME-II scheme with a fund requirement of Rs 10,000 crore (US\$ 1.39 billion) for FY20-22.

2.5 Achievements

Following are the achievements of the government in the past four years:

- ❖ On 29th July 2019, Inter-ministerial has sanctioned 5,645 electric buses for 65 cities.
- ❖ NATRIP's proposal for "Grant-In-Aid for test facility infrastructure for Electric Vehicle (EV) performance Certification from NATRIP Implementation Society" under FAME Scheme which had been approved by Project Implementation and Sanctioning Committee (PISC) on 3rd January 2019.
- ❖ Number of vehicles supported under FAME scheme increased from 5,197 in June 2015 to 192,451 in March 2018. During 2017-18, 47,912 two-wheelers, 2,202 three-wheelers, 185 four-wheelers and 10 light commercial vehicles were supported under FAME scheme.
- ❖ Under National Automotive Testing And R&D Infrastructure Project (NATRIP), following testing and research centres have been established in the country since 2015 o International Centre for Automotive Technology (ICAT), Manesar o National Institute for Automotive Inspection, Maintenance & Training (NIAIMT), Silchar o National Automotive Testing Tracks (NATRAX), Indore o Automotive Research Association of India (ARAI), Pune o Global Automotive Research Centre (GARC), Chennai
- ❖ SAMARTH Udyog – Industry 4.0 centers: 'Demo cum experience' centres are being set up in the country for promoting smart and advanced manufacturing

helping SMEs to implement Industry 4.0 (automation and data exchange in manufacturing technology).

Road head

The automobile industry is supported by various factors such as availability of skilled Labouré at low cost, robust R&D centers and low-cost steel production. The industry also provides great opportunities for investment and direct and indirect employment to skilled and unskilled labour.

Indian automotive industry (including component manufacturing) is expected to reach Rs 16.16-18.18 trillion (US\$ 251.4-282.8 billion) by 2026. Two-wheelers are expected to grow 9 per cent in 2018.

References: Media Reports, Press Releases, Department of Industrial Policy and Promotion (DIPP), Automotive Component Manufacturers Association of India (ACMA), Society of Indian Automobile Manufacturers (SIAM), Union Budget 2015- 16, Union Budget 2017-18

INTRODUCTION TO ROYAL ENFIELD

Royal Enfield is an Indian motorcycle company which has created a huge impact in the automobile industry. Royal Enfield has been able to create an image in the market such that by its name only every consumer creates an image of a luxurious, strong motorcycle. Royal Enfield have been manufacturing the classic automobiles like Bullet, Electra, and Thunderbird series from 1909. Royal

Enfield is also distinctive in its logo with a cannon and a tagline of "Made like a gun". This logo shows the heritage of the Enfield Company. Vehicles manufactured under Royal Enfield are prevalent for tough looks, incomparable dependability and enormous power.

Royal Enfield was the name under which the Enfield Cycle Company made motorcycles, bicycles, lawnmowers and stationary engines. The legacy of weapons manufacture is reflected in the logo, a cannon, and their motto "Made like a gun, goes like a bullet". Use of the brand name Royal Enfield was licensed by The Crown in 1890. The original Redditch, Worcestershire based company was sold to Norton-Villiers- Triumph (NVT) in 1968.

Royal Enfield produced bicycles at its Redditch factory until it closed in early 1967. The company's last new bicycle was the 'Revelation' small wheeler, which was released in 1965. Production of motorcycles ceased in 1970 and the company was dissolved in 1971.

In 1956 Enfield of India started assembling Bullet motorcycles under licence from UK components, and by 1962 were manufacturing complete bikes. Enfield of India bought the rights to use the Royal Enfield name in 1995. Royal Enfield production, based in Tiruvottiyur, Chennai, continues and Royal Enfield is now the oldest motorcycle brand in the world still in production with the Bullet model enjoying the longest motorcycle production run of all time. In May 2013 a new assembly facility was started at Oragadam, Chennai.

Royal Enfield is a motorcycle manufacturing company based in Chennai, India. Originally, a confluence of the British Motorcycle company, Royal Enfield and indigenous *Madras Motors*, it is now a subsidiary of Eicher Motors Limited, an Indian automaker. Along with its flagship motorcycle Royal Enfield Bullet, the enterprise is notable for its Mid-premium motorcycles with the characteristic thumping engine sounds and high capacity engines.

History

Royal Enfield motorcycles made in England were being sold in India from 1949. In 1955, the Indian government looked for a suitable motorcycle for its police and army, for patrolling the country's border. The Bullet was chosen as the most suitable bike for the job. The Indian government ordered 800 350 cc model Bullets. In 1955, the Redditch company partnered with *Madras Motors* in India to form 'Enfield India' to assemble, under licence, the 350 cc Royal Enfield *Bullet* motorcycle in Madras (now called Chennai). The first machines were assembled entirely from components shipped from England. In 1957, the tooling was sold to Enfield India so that they could manufacture components. By 1962, all components were made in India. The Indian Enfield uses the 1960 engine (with metric bearing sizes), in the pre-1956 design frame.

An independent manufacturer since the demise of Royal Enfield in England, Enfield India still makes an essentially similar bike in 350 cc and 500 cc forms today, along with several different models for different market segments.

In 1986, a British civil servant, Raja Narayan, returned to India and organised an export arm for the company to market the Bullet in England. Starting with a Bullet 350 in 1986, he was soon giving feedback that led to improvements. By 1989, the Enfield Bullet appeared in UK motorcycle shows.

In 1994, Eicher Group bought into Enfield India. In late 1995, the Enfield India firm acquired the rights to the name Royal Enfield. Royal Enfield of India now sells motorcycles in over twenty countries.

Global History

The Beginning

The Enfield Cycle Company made motorcycles, bicycles, lawnmowers and stationary engines under the name Royal Enfield out of its works based at Redditch, Worcestershire. The legacy of weapons manufacture is reflected in the logo comprising the cannon, and the motto "Made like a gun". Use of the brand name Royal Enfield was licensed by the Crown in 1890.

The Early Years

In 1909 Royal Enfield surprised the motorcycling world by introducing a small Motorcycle with a 2 ¼ HP V twin Motosacoche engine of Swiss origin. In 1911 the next model was powered by a 2 ¾ HP engine and boasted of the well known Enfield 2- speed gear. In 1912 came the JAP 6 HP 770 CC V twin with a sidecar combination. It was this motorcycle which made Enfield a household name. 1914 saw the 3 HP motorcycles this time with Enfield's own engine which now had the standardised Enfield paint scheme of black enamelled parts and green tank with gold trim.

Between the wars

At the time of the outbreak of WW I Royal Enfield supplied consignments of their 6 HP sidecar Outfit motorcycles with Stretchers to the Crown. This same motorcycle also came with a Vickers machine Gun sidecar attachment which could also be turned skywards and used against low flying aircraft. Royal Enfield supplied large numbers of motorcycles to the British War Department and also won a motorcycle contract for the Imperial Russian Government.

As the factory developed in the 20's the range of models also increased and in 1924 Royal Enfield was offering four versions of the 2 ¼ HP two-stroke motorcycle, two

new JAP engined 350 cc motorcycles and two versions of the 8 HP Vickers engine sidecar combinations. During the great depression of the 30's Royal Enfield was also affected and the demand for motorcycles waxed and waned but the bicycle manufacturing continued at the same pace and the company trudged on. The Cycar, a fully enclosed motorcycle model appeared in the early 30's.

During World War II, like other manufacturers of that time Royal Enfield was also called upon by the British authorities to develop and manufacture military motorcycles. The models produced for the military were the WD/C 350 cc SV, WD/CO 350 cc OHV, WD/D 250 cc SV, WD/G 350 cc OHV and WD/L 570 cc SV.

One of the most well-known Enfields was the Royal Enfield WD/RE, known as the Flying Flea, a lightweight 125 cc motorcycle designed to be dropped by parachute with airborne troops.

After the war the factory continued manufacturing the models developed during the war and the legendary J 2 model appeared which went on to be the ancestor of the legendary Bullet. The same motorcycle which perhaps had the honour of the being the one with the longest production run in the world.

The Indian Connection

Royal Enfield motorcycles were being sold in India ever since 1949. In 1955, the Indian government started looking for a suitable motorcycle for its police forces and the army for patrolling duties on the country's border. The Bullet 350 was chosen as the most suitable bike for the job. The Indian government ordered 800 of these 350 cc motorcycles, an enormous order for that time. Thus In 1955, the Redditch Company partnered with Madras Motors in India to form what was called 'Enfield India' to assemble these 350 cc Bullet motorcycle under licence in erstwhile madras (Now called Chennai). As per their agreement Madras Motors owned the majority (over 50%) of shares in the company. In 1957 tooling equipment was also sold to Enfield India so that they could manufacture components and start full-fledged production. The Enfield Bullet dominated the Indian highways and with each passing year its popularity kept rising.

Closeout in the UK

Royal Enfield UK continued manufacturing motorcycles and came out with some more innovative and powerful machines notably the Royal Enfield Meteor, Constellation and finally the Interceptor 700, before being sold to Norton-Triumph- Villiers (NVT) in

1968. Production ceased in 1970 and the company was dissolved in

1971. Remaining tooling and equipment of the Redditch works were auctioned off. Meanwhile the Bullet 350 continued to be manufactured in India and by the 1980's the motorcycles were even exported to Europe out of India. Even after the motorcycle manufacturing closed down the precision engineering division ran for some more time and even bicycles were produced until quite late. The Eicher Chapter



In 1990, Enfield India entered into a strategic alliance with the Eicher Group, and later merged with it in 1994. It was during this merger that the name Enfield India changed to Royal Enfield. The Eicher Group is one of India's leading automotive groups with diversified interests in the manufacture of Tractors, Commercial Vehicles, Automotive Gears, Exports, Garments, Management Consultancy and Motorcycles. Since then, the Company has made considerable investments in modernizing its manufacturing technology and systems. In 1996, when the Government decided to impose stringent norms for emission Royal Enfield was the first motorcycle manufacturer to comply, a tradition which has stuck on thus making emission norms being one of the most important factors the company focuses on

OUR MISSION

Our mission is to build and maintain a fleet of Royal Enfield's and its variants for our clients who are looking for hassle-free rentals for their road trips.

OUR CORE VALUE

We are a bunch of adventure travelers ourselves and we understand the joys of bike expeditions. We believe in providing the best-in-class services for our clients who are looking to explore destinations in India via Royal Enfields.

OUR PRODUCTS AND SERVICES

We render services that help motorcycle enthusiasts, adventure holiday travelers and destination explorers to travel and explore locations via the road medium. We offer different variants of Royal Enfield for rent, to accompany you on your journey.

OUR SPECIALISATION

We provide showroom condition Royal Enfields which are available for customers to rent for short trips, weekend getaways or longer road expeditions. We also plan customized trips to meet your specific needs.

Our services are for those who want to discover and explore. Our customers are people who look to challenge themselves- doing things they might have not done in the past, who seek travel experiences that are out of the ordinary, who want to experience and explore places and not just visit it. The sporty, adventurous explorer who constantly seeks challenges is our kind of traveler- one who connects with us and our brand.

The practice of Corporate Governance in Royal Enfield group takes place at three interlinked levels:

1. Strategic supervision	By the board of Directors
2. Strategic Management	By the Corporate Management Committee
3. Executive Management	By the Divisional / Strategic Business Unit

This three-tier governance structure ensures that:

1. Strategic supervision (on behalf of the shareholders), being free from involvement in the task of strategic management of the Company, can be conducted by the Board with objectivity, thereby sharpening accountability of management.
2. Strategic management of the company, uncluttered by the day to day tasks of executive management, remains focused and energized;
3. Executive management of a Division or a Business free from collective strategic responsibilities for Royal Enfield as a whole focuses on enhancing the quality, efficiency and effectiveness of the business.

Sales service for the benefit of customers:

Royal Enfield country wide auto financial service Limited. It takes I order to supplement its after sales network and after new value for added services for it. Royal Enfield service master will provided world class quality service at its state of the art work shops, Delighted and developed on per Royal Enfield Guidelines friend professionals to take personalized care of all bikes maintenance need less than one roof. The workshop will also have all the latest tools and equipment for diagnosing and testing vehicle parameters. The company will also facilitate sales and purchase of used bikes.

Marketing Mix Royal Enfield

Royal Enfield is an Indian company of British origins. It is a public company that deals in two-wheelers and is associated with the automotive industry. Vehicles related to this [brand](#) are popular for rugged looks, matchless stability and sheer power. The brand has been a favourite amongst Police and Army personnel. Royal Enfield was founded in the year 1909 and merged with Madras Motors in the year 1955. Currently, it is a subsidiary of its Indian parent company Eicher Motors Limited. Some of its competitors are as follows-

- [Ducati Superbike](#)

- [Harley Davidson](#)
- Suzuki
- [TVS](#)
- Hero Motor Corp
- [Bajaj Auto Limited](#)

Product in Marketing Mix of Royal Enfield

Royal Enfield is associated with manufacturing and marketing of motorcycles as it deals in the [automobile](#) sector. It started its [operations](#) as a manufacturer of motorcycles for Indian Army. It is also involved in producing lawnmowers, stationary engines, bicycles and rifles. Some of its well-known models are as follows- Standard Street

- Bullet Electra 5S
- Bullet 350
- Bullet Machismo 500 Retro Street
- Classic 500
- Classic Battle Green
- Classic Chrome
- Classic Squadron Blue
- Classic 350
- Classic Desert Storm Cruiser
- Thunderbird 500
- Thunderbird 300 Cafe Racer
- Continental GT
- Royal Enfield Himalayan

Place in the marketing mix of Royal Enfield

Royal Enfield is an Indian company with its headquarters base at Chennai in Tamil Nadu. It has spread its [product](#) presence to India as well as several [international markets](#) in more than fifty countries like Spain, Switzerland, Singapore, Netherlands, Russia, Malaysia, Korea, Canada, Brazil, France, Germany, Italy, United Kingdom, Japan, Argentina, Australia and the United States. At its onset company imported kits for 350cc bikes from the United Kingdom and assembled them in its plant at Chennai. A new manufacturing plant was opened at Oragadam in Chennai by the year 2013 and its factory located at Tiruvottiyur became a secondary production plant that continued with its manufacturing of several models and engines. In the year 2015 company established a dealership and its headquarters for the North American division at

Milwaukee in Wisconsin. It started its retail operations in Indonesia in the year 2015, August. Royal Enfield has a strong distribution network that includes services of [dealers](#) and stockists so that it reaches consumer markets easily. Its [channel](#) in India includes 394 dealership outlets spread over every Indian state and three Union territories.

Price in the Marketing Mix Of Royal Enfield :

Royal Enfield has the distinction of being an iconic company as it is one of the oldest in the field of two-wheelers. It belongs to the luxury segment and has become a status symbol to motorcycle lovers. Royal Enfield has targeted bike adventurers and youth's belonging to a middle-aged group as its [target](#) customers that believe in quality over [pricing](#) at any given time. It has adopted a [premium pricing](#) policy for its high- quality [products](#). The company offers a powerful and stylish product with an established and high-profile [brand name](#) and hence its target customers do not hesitate in making a purchase irrespective of high prices.

Promotions in the marketing mix of Royal Enfield

Royal Enfield has the distinction of being the first two-wheeler manufacturing company to obtain WVTa certificate for meeting norms and standards set up by European Community. It has adopted several promotional policies to market its products successfully in the consumer market. The company has launched innovative ad campaigns with help of electronic and print media. Its ads are viewed via television, magazines, newspapers and billboards. Royal Enfield has also launched [brand awareness](#) campaigns at social media portals like [Facebook](#), [Twitter](#) and [YouTube](#). It takes part in several shows to increase its [brand visibility](#).

It revealed its custom bikes in Biarritz, France at Wheels and Waves custom bike show. Royal Enfield has been a recipient of several accolades and awards in recognition of its works. It won Business Standard Best Company of the Year 2015 and has even been hailed by previous President Barack Obama as one of the best bikes he had come across. One of its popular taglines is Made like a gun, goes like a bullet.

CHAPTER 3

REVIEW OF LITERATURE

K. Reenareicha etc at all(2019), in their article about “A Study On Customer Satisfaction Towards Royal Enfield Bike In Tiruppur City” stated that The purpose of this study on customer satisfaction will help us to understand the needs & Wants of the customers towards Royal Enfield. The study could provide appropriate and timely information about the position of preference level of customer towards Royal Enfield. As the objectives of this study is to analyze the customer satisfaction and to find out the consumer preference towards the ironic brand Royal Enfield. This study also investigate the services and factors which influence the customers to purchase the Royal Enfield bikes and also identify what customers are expecting from the Royal Enfield. To know about the customer satisfaction and factor which influence the customer's preference in buying decision process. Customer satisfaction is influenced strongly by culture, social, personal and psychological factors. For this purpose, 75 customers were selected and obtained the various responses based on the questionnaire method. By and large it was found that most of the customers are choosing Royal Enfield vehicles because of its Vehicle Appearance, pickup, good models and engine appearance etc.

SR Sony Mariya & Dr. K Amutha (2018), in their study about “*Customer satisfaction level towards royal Enfield bikes (with special reference to Coimbatore city)*”, stated that This study is to analyze the customer satisfaction, towards Royal Enfield bikes in Coimbatore city. The objective of the study helps to know demographic factors, buying behavior, of the customers. This study is about the preference for the Royal Enfield and it is done through questionnaires from the customers. The tools and techniques used were simple percentage, chi-square. The achieved result of the study reveals that ultimate users are the students who uses Royal Enfield Bike and most of the respondents prefer Royal Enfield due to company image and comfortable. The company must improve their mileage, model and color in their Royal Enfield Bike

Ms. Ameer Asra Ahmed etc. at all (2014) in their article about “*A Study On Customer Satisfaction Level Of Royal Enfield Bullet*” stated that This study on customer satisfaction is being associated with one of the leading two wheeler company the Royal Enfield in the following paragraph a brief note on the problem that has been undertaken as the subject matter is explained. In this project report, we will find out the satisfaction level of the Royal Enfield Bullet owner in Bangalore city. The problem it is facing in the present market scenario. This project evaluates the various factors that keep the customer satisfied. It also evaluates the various factors that influence a customer to buy the bullet. While selecting a bullet various aspects that have to be given a thought with respect to Brand image, Color, Fuel-efficiency, Technology used, etc. A questionnaire was designed to conduct a survey and the data so collected from appropriate respondents was analyzed using a statistical package called SPSS and a One-way Anova test was done to test the hypothesis.

G. Gopalakrishnan & R. Rengarajan(2017), in their article about “*A Study On Service Quality In Royal Enfield Showroom, Chennai*” stated that This research examines service quality perceptions in the showroom. First, it analyses the theory about service quality conceptualization. Then a modified SERVQUAL instrument is developed, and applied to the showroom using as subject one of the companies. Five service dimensions are identified: READINESS RELIABILITY, TRUST, COMFORT, SECURITY, and ACCESS. They are examined in terms of their impact of customers' overall quality perception and their willingness to recommend the firm to a friend. These variables are found to be affected heavily by two dimensions: trust and comfort. The present investigation's main conclusion is that SERVQUAL is a good starting base to quantify service quality, but it is neither of general nor of direct application. The SERVQUAL instrument would need some adjustments to fit each particular situation. No marketing is needed if it simply means discounting. Sell services through quality.

M & Dr. R. Venkatesh (2017), in their article about “A Study on Customer Satisfaction towards Royal Enfield in Dharmapuri” stated that The world was very different in those days and there must have been a feeling of great excitement. Marketing research is the systematic collection of information from sources outside the business (or) research organization. Royal Enfield was doing quite well in south India, especially in the city of Bangalore:

Royal Enfield is called as king of two wheeler bikes. These are the bikes which are well defined for off road rides. The royal Enfield craze is among almost all aged group of customer. There are many bullet clubs present all over the world which goes for off road ride and explore the new adventures places. In this study it throws a light on the customer attitude and satisfaction level towards Royal Enfield bikes in Shivamogga city.

Because customers are the real advertisement for any product so the company should be in position to meet the customer requirements and also should maintain the Customer Relationship.

CHAPTER 4

RESEARCH METHODOLOGY

The research design is probability research design and is descriptive research. The important point for the validation of any research study is based on what type of methodology is adopted.

Project report is based on following data.

Sources Of Data

Data are facts, figures and other relevant materials, past and present, serving as basic study and analysis.

The data serves as the bases for analysis. Without an analysis of actual data on specific inferences can be drawn on the question under study. Inferences based on imagination or guess work cannot provide correct answers to research questions. The relevance, adequacy and reliability of data determine of quality of findings of a study. For the purpose of present study data from two sources have been gathered namely primary and secondary data.

Primary data

Primary data are original data collected for the purpose of a particular study. In the present study primary data have been collected by personal interview method with the help of questionnaire.

Secondary data

These are the sources containing data, which have already been collected and compiled for other purpose by other researchers. The secondary sources consist of readily available materials and already compiled statistical statements and reports whose data may be used by researcher for his / her studies.

Secondary data for the present research collected the major sources of secondary data are given below.

- Newspaper & Articles
- Business line
- Various websites
- Different marketing journals

Sampling design

The research was designed to achieve the above mentioned objectives and the following tools were used to collect the required data.

Sampling Method

A sample is considered during a research when the size of the population is very large and a set is chosen to represent the whole population, this set is called a sample is a representative of the population under study.

There are two methods of sampling i.e., probability and non probability sampling. To carry out this project I have used non probability sampling method.

Sampling Frame

The sample frame represents the groups of respondents that were contacted during the survey it also represents the profession of the respondents that were connected for data.

Sampling Technique

To carry out this project Convenience technique has been used

Sample Size

The total sample size for the data collection for the research was 100 respondents.

Tools for data collection:

Structured Questionnaires were the tools for data collection. The Questionnaire was neatly designed and constructed for the purpose in line with the objective of the study.

CHAPTER 5

ANALYSIS AND INTERPRETATION OF DATA

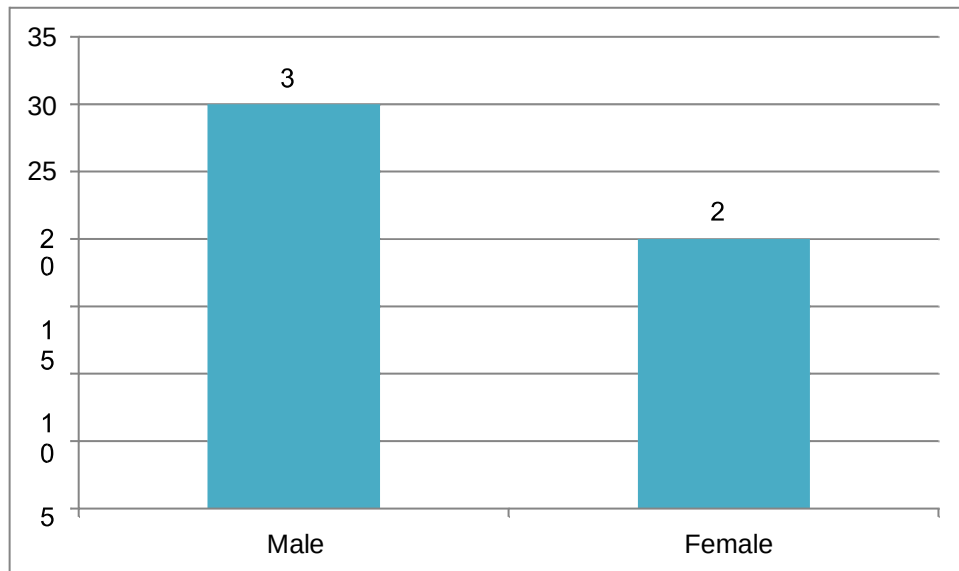
Table No: 5.1

Table showing on the basis of Gender factor

Gender	No of Respondents	Percentage
Male	30	60
Female	20	40
Total	50	100%

Source: Field Survey

Chart No: 5.1



Interpretation

The above Table and chart shows that, 60% of respondents are Male and remaining 40% of respondents are Female.

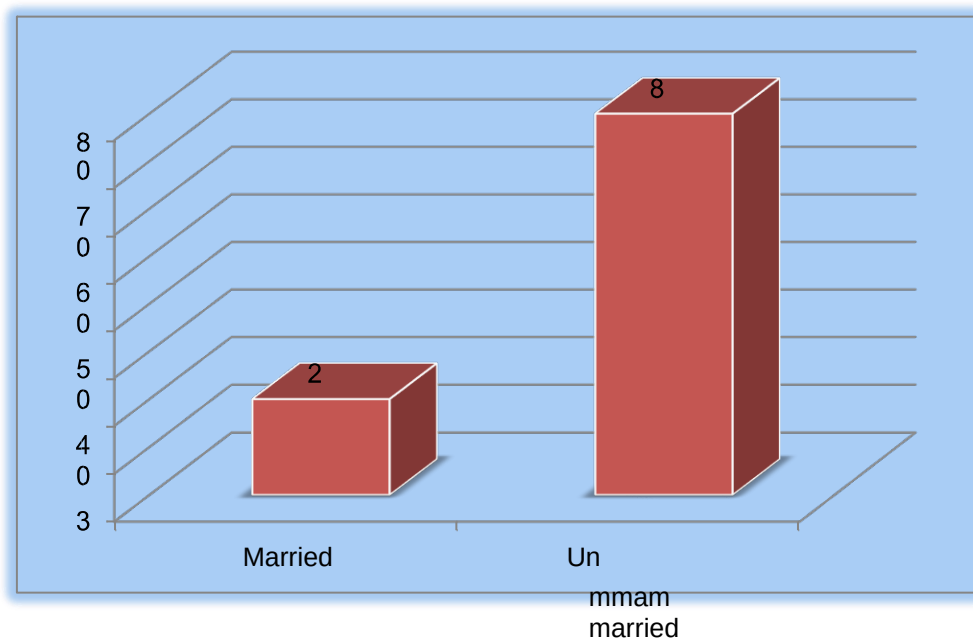
Table No: 5.2

Table shows on the basis of Respondent's Marital Status

Marital Status	No of Respondents	Percentage
Married	10	20
Un married	40	80
Total	50	100%

Source: Field Survey

Chart No: 5.2



Interpretation

The above Table and chart shows that, 20% of respondents are married and 80% of respondents are married

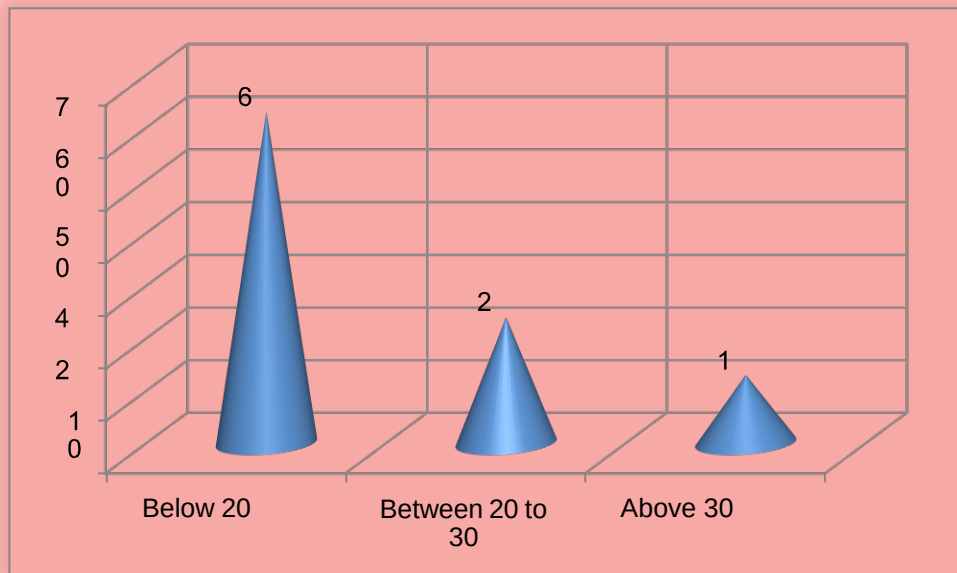
Table No: 5.3

Table shows on the basis of Respondent's Age Group

Age group	No of Respondents	Percentage
Below 20 years	31	63
Between 20 to 30 years	12	24
Above 30 years	7	13
Total	50	100%

Source: Field Survey

Chart No: 5.3



Interpretation

The above Table and chart shows that, 63% of the Respondents are in the age group of Below 20, 24% Respondents are in the age group of 20 to 30, 13% of the respondent is in the age group of above 30.

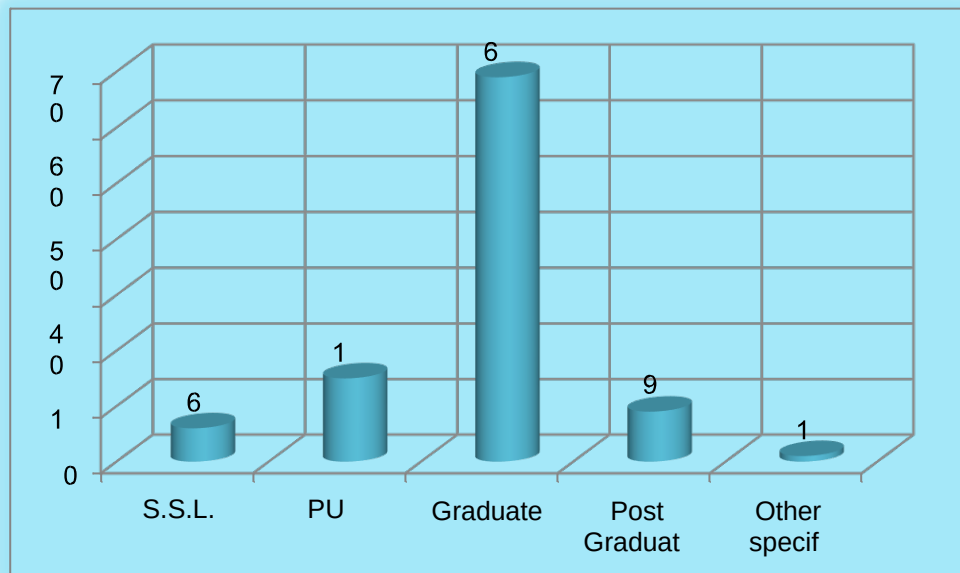
Table No: 5.4

Table shows on the basis of Respondent's Educational Qualification

Educational Qualifications	No of Respondents	Percentage
S.S.L.C	3	6
PUC	7	15
Graduate	35	69
Post Graduate	5	10
Other specify	0	0
Total	50	100

Sources: Field Survey

Chart No: 5.4



Interpretation

The above Table and chart shows that, 6% respondents belongs to SSLC, 15% respondents belongs PUC, 69% respondents Educational qualification Belongs to Graduate, 9% respondents Belongs to Post graduate.

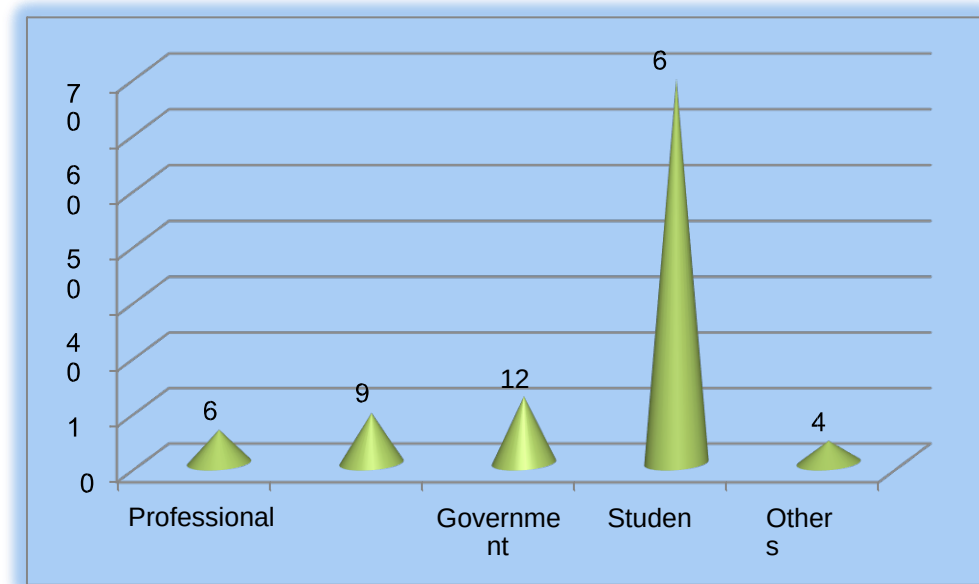
Table no. 5.5

Occupation of respondents is presented

Occupation	No of Respondents	Percentage
Professional	3	6
Business	5	10
Government Employee	6	12
Student	35	70
Others specify	2	4
Total	50	100%

Source: Field Survey

Chart No: 5.5



Interpretation

The above Table and chart shows that, 6% respondents have the occupation like professional, 10% respondent having the occupation like business, 12% respondent having the occupation likes Government Employee, 70% respondents having occupation like students and 4% respondent having occupation like Others.

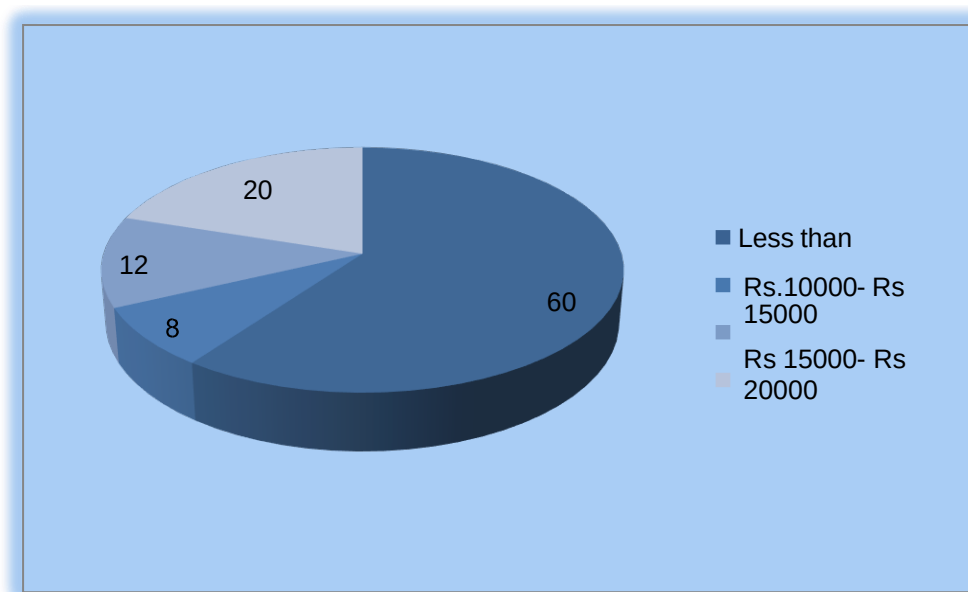
Table No: 5.6

Table shows on the basis of Respondent's Monthly Income

Monthly Income in(INR)	No of Respondents	Percentage
Less than 10000	30	60
Rs.10000- Rs 15000	4	8
Rs 15000- Rs 20000	6	12
Above Rs. 20000	10	20
Total	50	100%

Source: Field Survey

Chart No: 5.6



Interpretation

The above Table and chart shows that, 60% of the respondents belongs to income group less Rs. 10,000 per month, 8% of the respondents Belongs to Rs 10,000 – 15,000 per month, 12% of the respondents belongs to Rs. 15,000 20,000 per month. & 20% of the respondents Belongs to 20,000 & above.

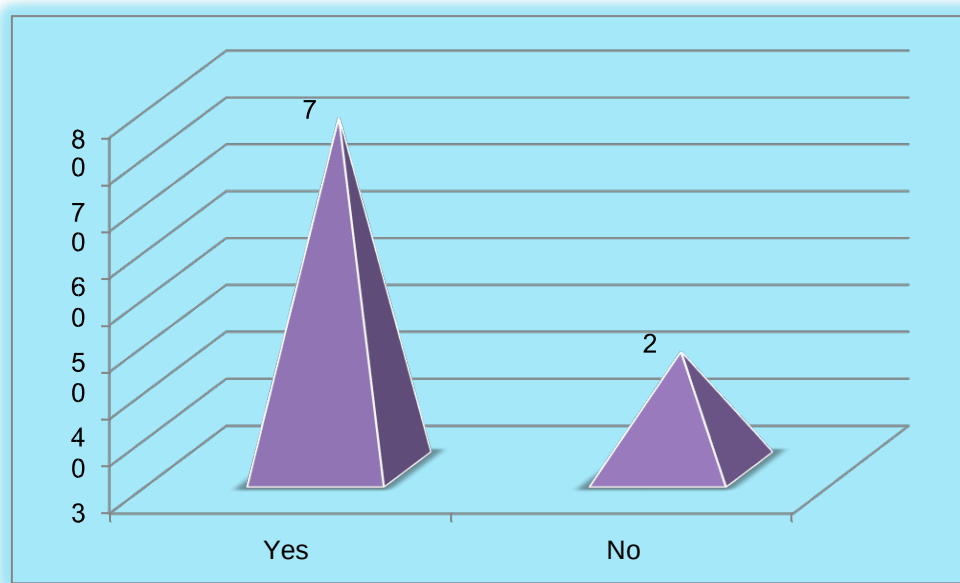
Table No: 5.7

The table shows on the basis of respondents have own two wheeler bike

Particular	No of Respondents	Percentage
Yes	35	75
No	15	25
Total	50	100%

Source: Field Survey

Chart No: 5.7



Interpretation

The above Table and chart shows that, 75% respondents are own two wheeler bike and 25% respondents not own two wheeler bike.

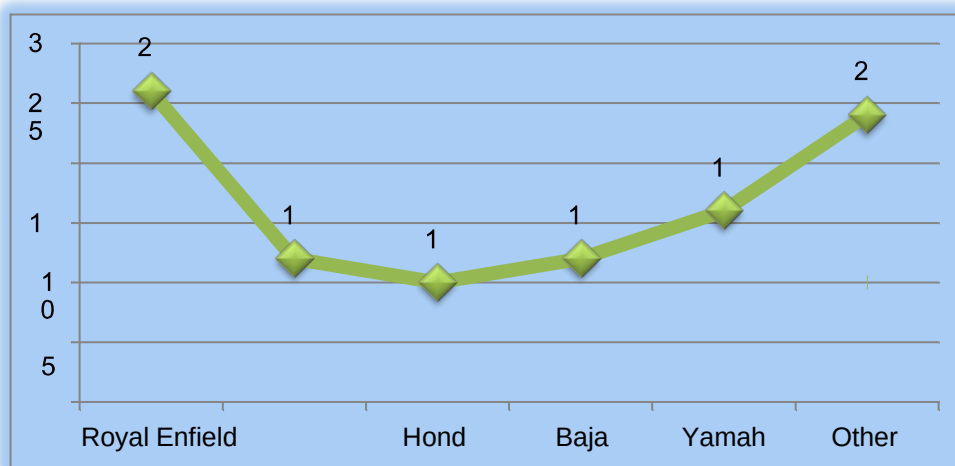
Table No: 5.8

The table shows on the basis of respondents which company two wheeler have

Particular	No of Respondents	Percentage
Royal Enfield	13	26
Hero	6	12
Honda	5	10
Bajaj	6	12
Yamaha	8	16
Others	12	24
Total	50	100%

Source: Field Survey

Chart No: 5.8



Interpretation

The above Table and chart shows that, 26% respondents have Royal Enfield, 12% respondents have Hero, 10% respondent have Honda, 12% respondents have Bajaj, 16% respondents have Yamaha and 24 respondents have others.

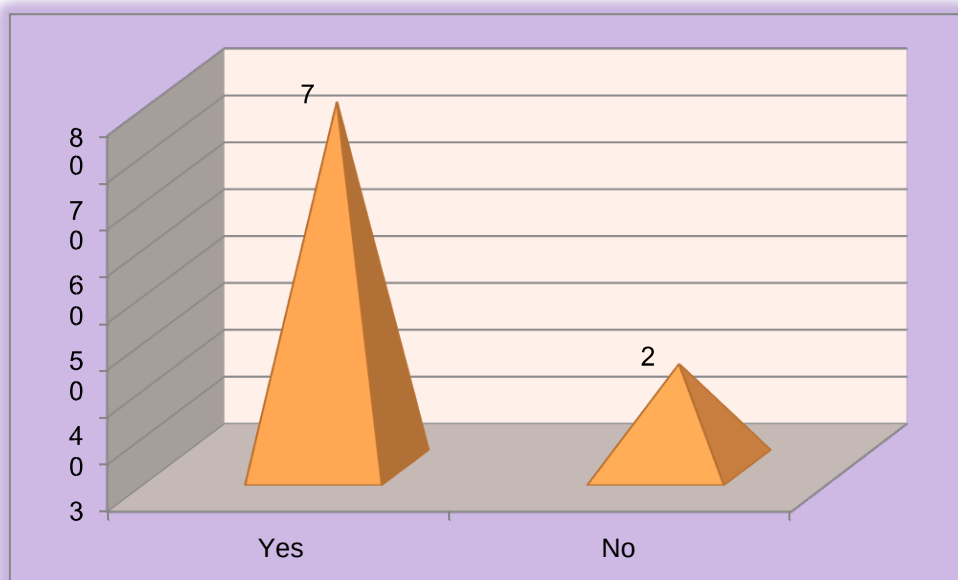
Table No: 5.9

Table shows on the basis of Respondent's aware of Royal Enfield bike

Marital Status	No of Respondents	Percentage
Yes	39	78
No	11	22
Total	50	100%

Source: Field Survey

Chart No: 5.9



Interpretation

The above Table and chart shows that, 78% respondents aware of Royal Enfield Bike and 22% respondents are not aware of Royal Enfield Bikes.

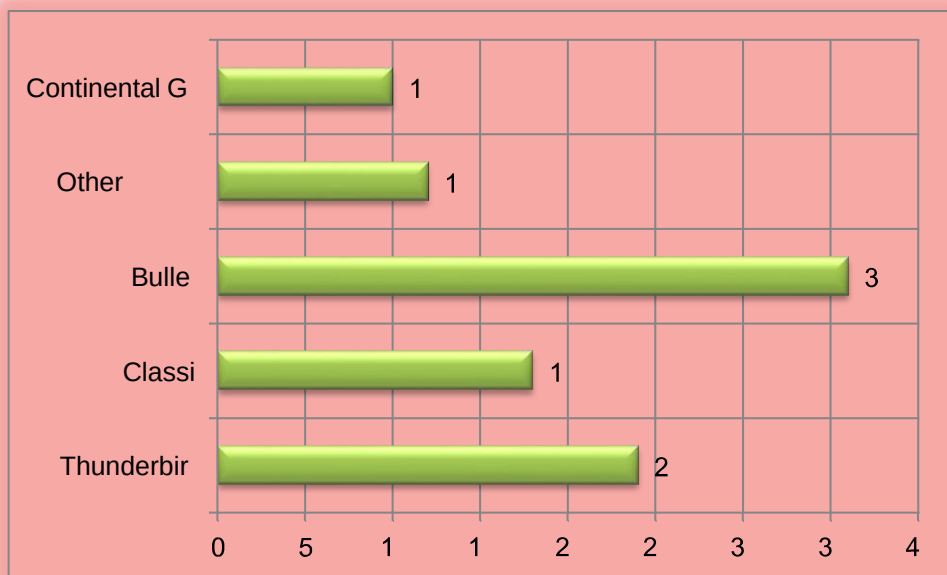
Table No.: 5.10

Respondents having Royal Enfield Bike Model

Particular	No of Respondents	Percentage
Thunderbird	12	24
Classic	9	18
Bullet	18	36
Other model	6	12
Continental G T	5	10
Total	50	100%

Source: Field Survey

Chart No: 5.10



Interpretation

Out of 100 respondents, 24% of respondents have thunderbird model, 18% of respondents have Classic, 36% of respondents belongs to Bullet, 12% of respondents belongs to other model and 10 % of respondents belongs to Continental GT.

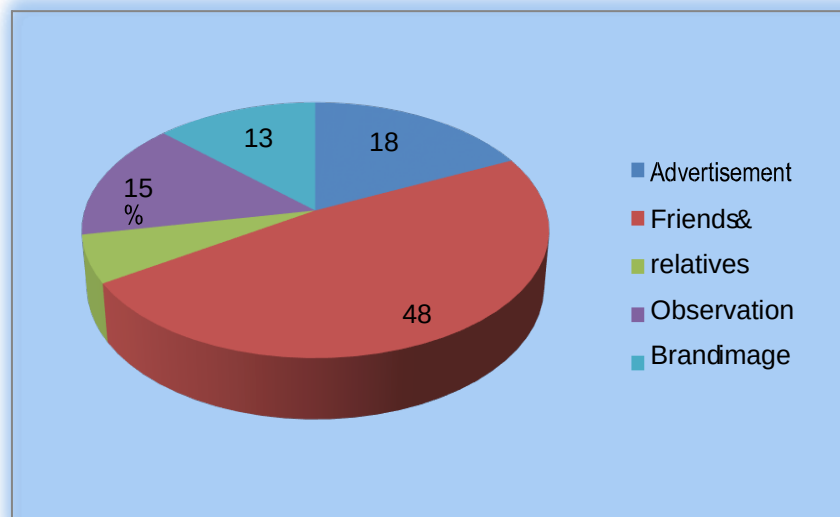
Table no. 5.11

Table shows How did respondents come to know about Royal Enfield

Particular	No of Respondents	Percentage
Advertisement	9	18
Friends & relatives	24	48
Observation	3	6
Brand image	8	15
Publicity	7	13
Total	50	100%

Source: Field Survey

Chart No: 5.11



Interpretation

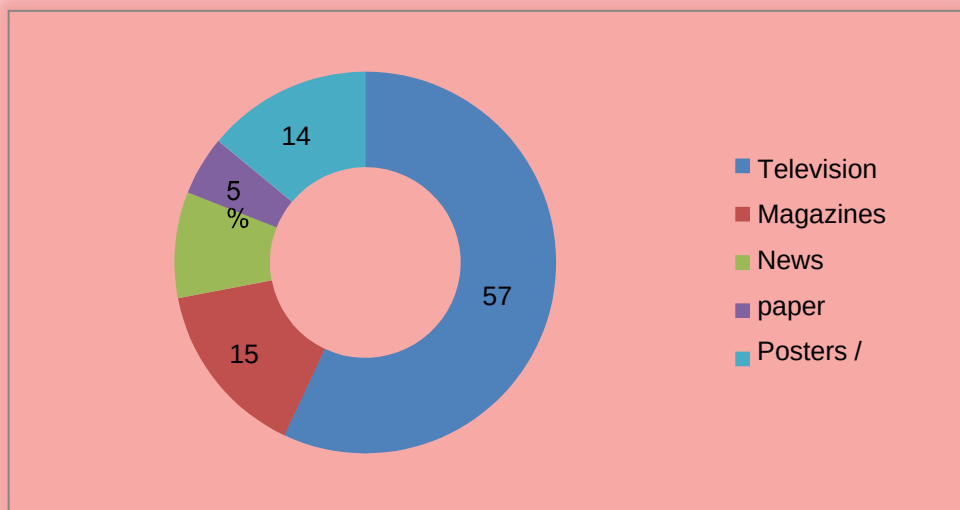
The above table and chart states that, 18% of the respondents come to know Royal Enfield through Advertisement, 48% of the respondents belongs to Friends & Relatives, 6% of the respondents belongs to Observation, 15% of the respondents belongs to Brand image and 13% respondents belongs to Publicity.

Table no. 5.12

Table shows media of advertisement that have you been introduced Respondents to Royal Enfield

Particular	No of Respondents	Percentage
Television	28	57
Magazines	7	15
News paper	4	9
Posters / Stickers	4	5
Others	7	14
Total	50	100%

Chart No: 5.12



Interpretation

The above table and chart states that, 57% of the respondents come to know about Royal Enfield through Television Media, 15% of the respondents belongs to Magazine, 9% of the respondents belongs to Newspaper, 5% of the respondents belongs to Posters / Stickers and 14% of the respondents belongs to Others.

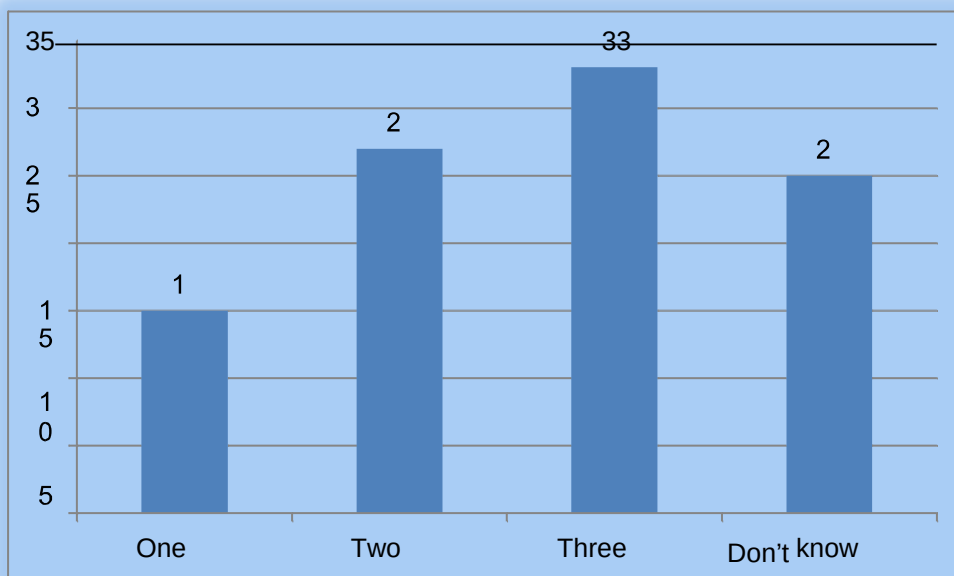
Table no. 5.13

Table shows from past how many years did respondents know about Royal Enfield Company

Particular	No of Respondents	Percentage
One year	7	15
Two year	14	27
Three year	17	33
Don't know Exactly	12	25
Total	50	100%

Source: Field Survey

Chart No: 5.13



Interpretation

The above table and chart states that, 15% of respondents know about Royal Enfield Company from One year, 27% of respondents belongs to Two years 33% of respondents belongs to Three years and 25% of respondents belongs to Don't know exactly.

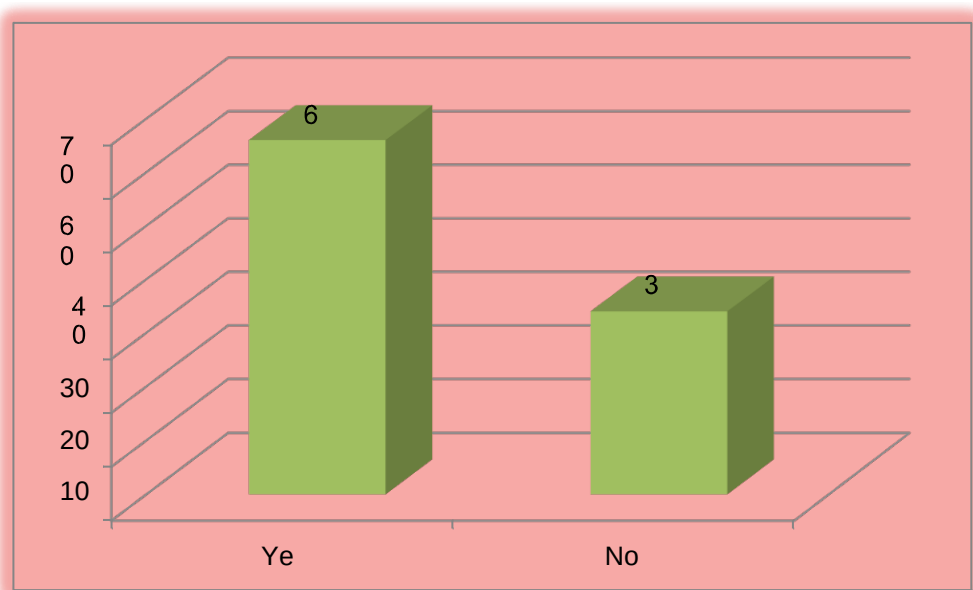
Table no. 5.14

Table shows plan to buy Royal Enfield Bike in future

Marital Status	No of Respondents	Percentage
Yes	33	66
No	17	34
Total	50	100%

Source: Field Survey

Chart No: 5.14



Interpretation

The above table and chart states that, 66% of respondents are having planned to buy the Royal Enfield bike in future and 34% of respondents are not having planned to buy the Royal Enfield bike in future.

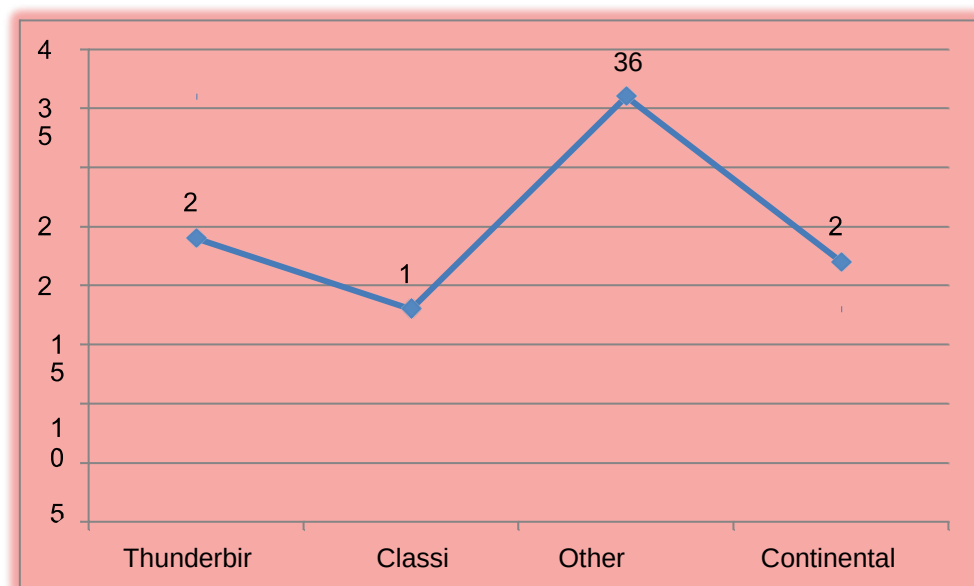
Table no. 5.15

Table shows Respondent's preferred Model

Particular	No of Respondents	Percentage
Thunderbird	12	24
Classic	9	18
Other model	18	36
Continental GT	11	22
Total	50	100%

Source: Field Survey

Chart No: 5.15



Interpretation

The above table and chart states that 24% of respondents are prefer Thunderbird, 18% of respondents are prefers classic bike, 36% of respondents are prefers other model and 22% of respondent are prefer Continental GT Bike.

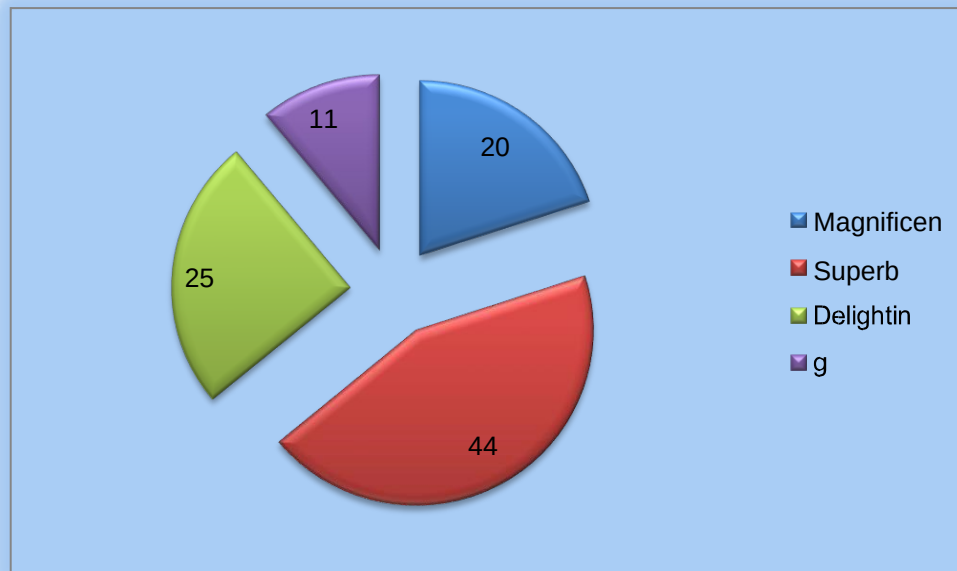
Table no. 5.16

Respondent' think about Royal Enfield bike Technology

Particular	No of Respondents	Percentage
Magnificent	10	20
Superb	22	44
Delighting	13	25
Ordinary	5	11
Total	50	100%

Source: Field Survey

Chart No: 5.16



Interpretation

The above table and chart states that, 20% of the respondents belongs to Magnificent, 44% of the respondents think that Royal Enfield bike technology is Superb, 25% of the respondents belongs to Delighting and 11% of the respondents belongs to Ordinary.

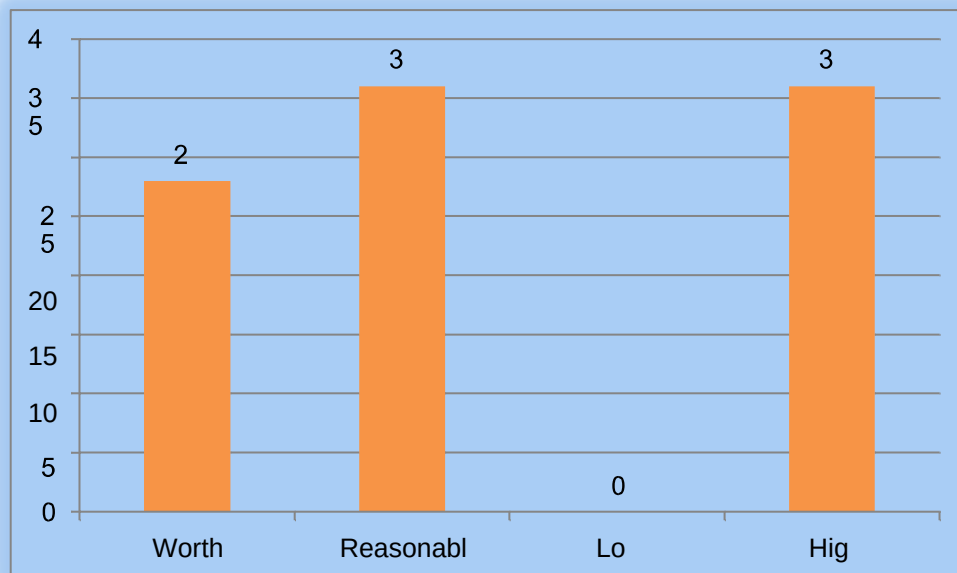
Table no. 5.17

Respondent's opinions about the price of Royal Enfield Bike

Particular	No of Respondents	Percentage
Worth	14	28
Reasonable	18	36
Low	0	0
High	18	36
Total	50	100%

Source: Field Survey

Chart No: 5.17



Interpretation

The above table and chart states that 28% of respondents belongs to Worth, 36% of respondents opinions that the Price of Royal Enfield bike is reasonable and 36% of respondents belongs to High.

Table no. 5.18

Respondent's think about Royal Enfield pickup

Particular	No of Respondents	Percentage
Excellent	6	12
Good	23	46
Satisfactory	11	22
Worst	10	20
Total	50	100%

Chart No: 5.18



Interpretation

The above table and chart states that, 12% of respondents opinion that the Royal Enfield Bike pickup is Excellent, 46% of respondents' opinions that the Royal Enfield bike pickup is Good, 22 % of respondents belongs to satisfactory and 20% of respondents belongs to Worst.

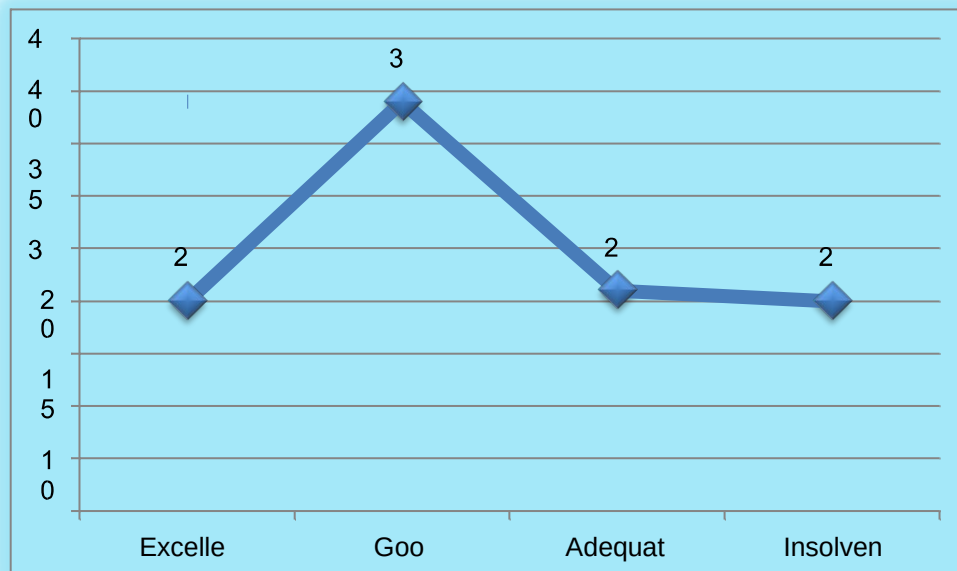
Table no. 5.19

Respondent's think about Royal Enfield Bikes Road grip

Particular	No of Respondents	Percentage
Excellent	10	20
Good	19	39
Adequate	11	21
Insolvent	10	20
Total	50	100%

Source: Field Survey

Chart No: 5.19



Interpretation

The above table and chart states that, 20% of respondents belongs to Excellent, 39% of respondents opinions that the Royal Enfield Bike road grip is Good, 21% of respondents belongs to adequate and 20% of respondents belongs to Insolvent.

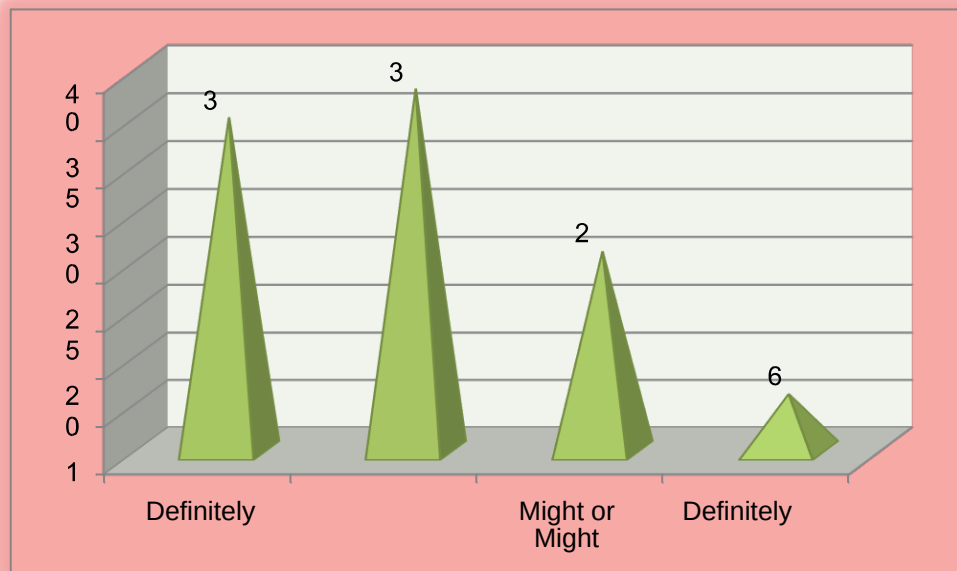
Table no. 5.20

Recommend buying Royal Enfield Bike to others

Particular	No of Respondents	Percentage
Definitely	17	35
Probably	19	38
Might or Might not	11	21
Definitely not	3	6
Total	50	100%

Source: Field Survey

Chart No: 5.20



Interpretation

The above table and chart states that, 35% of respondents ready to recommend Royal Enfield bikes to others, 38% of respondents belongs to probably and 21% of respondents belongs to might or might not and 6% of respondents belongs to definitely not.

FINDINGS, SUGGESTIONS AND CONCLUSIONS

6.1 FINDINGS

- ❖ Majority of the respondents are Male.
- ❖ Majority of the respondents are unmarried
- ❖ Majority of the respondents are in the age group of Below 20.
- ❖ Majority of the respondents Educational qualification Belongs to Graduation. □ Majority of the respondents are students.
- ❖ Majority of the respondents monthly income is belong to less than Rs. 10,000 per month
- ❖ Majority of the respondents are own two wheeler bike.
- ❖ Majority of the respondents are having Royal Enfield Bike.
- ❖ Majority of the respondents are aware of Royal Enfield Bike.
- ❖ Majority of the respondents are Having Royal Enfield Bullet.
- ❖ Majority of the respondents are come to know Royal Enfield through Friends & Relatives.
- ❖ Majority of the respondents come to know about Royal Enfield through Television Media.
- ❖ Majority of the respondents know about Royal Enfield Company from Three years.
- ❖ Majority of the respondents are having planned to buy the Royal Enfield bike in future.
- ❖ Majority of the respondents are prefer Continental GT Bike.
- ❖ Majority of the respondents think that Royal Enfield bike technology is Superb
- ❖ Majority of the respondents opinions that the Price of Royal Enfield bike is High.
- ❖ Majority of the respondents opinions that the Royal Enfield bike pickup is Good.
- ❖ Majority of the respondents opinions that the Royal Enfield Bike road grip is Good.
- ❖ Majority of the respondents ready to recommend Royal Enfield bikes to others.

6.2 SUGGESTIONS

- ❖ The price of Royal Enfield is very high when compared to competition. The company has will established can provide some gifts and discounts to the customers.
- ❖ The dealer is also required to provide discount on cash purchase.
- ❖ The company also tries to give certain offers to the dealer so as improve his efficiency in the selling the Royal Enfield products which other company also give to their dealer.
- ❖ As television as the common media for advertising frequent advertisement must be shown in local city cable.
- ❖ As the dealer has arranged the neon bulbs for advertising in the showroom in the same way.
- ❖ The company should provide the warranty for some parts like clutch plates mark.
- ❖ The dealer is promotional strategy should provide test rides in colleges and after some special gifts like diaries pens, bags etc.
- ❖ The dealer is required to maintain all colors of Royal Enfield Sport at all time & it is available to customer at right him.
- ❖ Give more advertisement in Shimoga City.
- ❖ To come with different color of the bikes with new modes.
- ❖ Royal Enfield Company should take of resale value of bike. Resale value is high compare to other bikes.
- ❖ All spares, accessories should be available at the service stations on proper time.
- ❖ To improve the design for wheels for a better road with and safety driving.

6.3 CONCLUSION

A variety of two wheelers have entered into the two wheeler market. This has increased the competition. Because of competition Sales of two wheelers might have decreased. Therefore, the Enfield Company has to keep in mind the latest competition prevailing in the market while fixing the price of its two wheelers particularly Royal Enfield Bike. Because of Royal Enfield Company believes in excellence in the technology it has achieved more than one million customer satisfaction within part of the years from its launch. No other India two wheeler company has achieved its progress within short period.

As per the market research carried out by Enfield Company it is found that it is the number one company in two wheeler segment. By considering all the findings of it is hoped that the company & dealer will sing a sweet song of profit's in future years.

1. Gender

- i) Male ii) Female

2. Marital status:

- i) Married ii) Unmarried

3. Age:

- i) Below 20 Years ii) Between 20-30 Years iii) Above 30 years

4. Educational qualification

- i) SSLC ii) Graduate iii) Post Graduate

5. Occupation

- a) Professional ()
b) Business man ()
c) Govt. Employee ()
d) Student ()
e) Other specify ()

6. Monthly income

- a) Less than 10000 ()
b) Rs. 10000-15000 ()
c) Rs. 15000-20000 ()
d) Above 20000 ()

7. How about availability of spare parts ?

- i) Readily available ii) Don't have good spare supply

8. Any major problems after buying Royal Enfield bike ?

- i) No problem ii) Low milage iii) High maintenance
- iv) Noisy vehicle

9.How does your friend say to tour Royal Enfield bike ?

- i) Trendy ii) High cost iii) Expensive bike
- iv) Low milage

10.Do you agree company takes action towards the complaints lodges by the customer ?

- i)Yes ii) NO

11.How do you come to know about Royal Enfield Company?

- i) Advertisement ii) Friends and relatives
- iii)Observation iv) Brand image v) Publicity

12. By which media of advertisement have you been introduced to Royal Enfield Company?

- i) Television ii) Magazine iii) Newspaper
- iv) Posters/Stickers v) Others

13. From Past how many years did you know about Royal Enfield Company?

- i) One Year ii) Two years iii) Three years
- iv) Don't know Exactly

14. Do you have any plan to buy a Royal Enfield Bike in Future?

- i) Yes ii) No iii) To some extent

15. If yes which model do you prefer?

- i) Thunderbird ii) Classic iii) Bullet
iv) Other Model

16. Which factors made you to buy Royal Enfield Bike?

- i) Brand Image ii) Durability iii) Fuel efficiency iv) Low maintenance

17. What do you think about Royal Enfield Bike's Technology?

- i) Magnificent ii) Superb iii) Delighting
iv) Ordinary

18. What is your opinion about price of Royal Enfield Bike?

- i) Worth ii) Reasonable iii) Low iv) High

19. What do you think about Royal Enfield Bike's pickup?

- i) Excellent ii) Good iii) Satisfactory iv) Worst

20. What do you think about Royal Enfield Bike's Road grip?

- i) Excellent ii) Good iii) Adequate iv) Insolvent

21. Would you recommend buying Royal Enfield Bike to others?

i) Definitely ii) Probably iii) Might or Might not

iv) Definitely Not

22. Any suggestion to Company for providing better service to customers

.....

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Journals

G. MURALI MANOKAR (2013) "A Study On Customer's Preference Towards Royal Enfield Motorbikes In Coimbatore City, Tamilnadu" Published in International Journal of Advanced Research in Business Management and Administration **Volume:1**, **Year:** 08December,2013 **Pages:**91-104

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