

A STUDY ON CUSTOMER SATISFACTION IN ROYAL ENFIELD

Submitted in partial fulfillment of the requirements for the award of Bachelor of
Business Administration

By

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

**SATHYABAMA INSTITUTE OF SCIENCE AND TECHNOLOGY
(DEEMED TO BE UNIVERSITY) Accredited with Grade “A” by NAAC
JEPPIAAR NAGAR, RAJIV GANDHI SALAI, CHENNAI - 600 119.**

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BONAFIDE CERTIFICATE

This is to certify that this Project Report is the bona-fide work of **M.SHARMILA (39280090)** who has done the Project work entitled “**A STUDY ON CUSTOMER SATISFACTION IN ROYAL ENFIELD**” under my Supervision from December 2021 to March 2022.

Guide & Supervisor

Dr.M.M.DHANYA MA.,MBA.,Phd.,

Head Of The Department

(Name in Capital letters with Seal & Signature)

Submitted for Viva voice Examination held on -----.

Internal Examiner

External Examiner

DECLARATION

I M.SHARMILA (39280090). Hereby declare that the project Report entitled “**A STUDY ON CUSTOMER SATISFACTION IN ROYAL ENFIELD’’** done by me under the guidance of **Dr.M.M.DHANYA MA., MBA., Phd.,** School of Business Administration is submitted in partial fulfillment of the requirements for the award of Bachelor of Business Administration Degree.

DATE :

PLACE : CHENNAI

SIGNATURE OF THE CANDIDATE

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CHAPTER I
INTRODUCTION

1.1 Introduction

Customer satisfaction is defined as a measurement that determines how happy customers are with a company's products, services and capabilities. An organizations main focus must be to satisfy its customers and increase its sales, for this it is important to understand the voice of the customer which provides detailed insights as to what their customers want and better tailor their services or products and in turn help the business improve or change its products and services.

Marketing is the process of performing market research, selling products and services to customers and promoting them via advertising to further enhance sales. Marketing as a subject of study is now attracting increasing attention from firms, companies, institutions and even countries.

Customers are the important concept in marketing. It is being hard to please the present day customers. They checkout the competitors with similar or at times, even better offers. Customers are the king and without satisfying their needs none can exist in the corporate competitive world.

Royal Enfield is the makers of the famous bullet brand in India established in 1955. In 1901 1st bike produced. They are one of the oldest and most famous for their power stability and rugged looks. Royal Enfield has been updating their bikes from their first model in order to provide the customers total satisfaction from their bikes and keep up with the market trends. So this study is mainly focused on analyzing the customer satisfaction of Royal Enfield with special reference to Paravur Municipality.

1.2 Statement of the problem

As the two wheeler market in India is constantly increasing and changing day by day, it poses new challenges to Royal Enfield to keep up with the market trends. Royal Enfield is a company that started its business in 1948 with its product such

as the bullet which has kept a prestigious position in the market till date. In order to do so they have to ensure their products provides to their customers sufficient satisfaction and if not bring about changes in order to achieve it. Hence this study is mainly focused on Royal Enfield customers in Paravur Municipality.

1.3 Scope of the study

The scope of the study is to understand the customer's attitude towards the product, services, satisfaction obtained from the product and the variations between the actual product and their expectations of Royal Enfield customers in Paravur Municipality.

1.4 Objectives of study

1. To identify the satisfaction level of products and services offered by Royal Enfield with special reference to Paravur Municipality.
2. To know the performance, quality, affordability and purchase behavior of Royal Enfield with special reference to Paravur Municipality.
3. To identify the significant association between customer satisfaction and various factors of the product such as price, quality, comfort, etc on the basis of various models of Royal Enfield Bikes with special reference to Paravur Municipality.

1.5 Research design

Research is done to collect essential information which helps solve problems related to customer's preference, satisfaction and overall happiness over Royal Enfield Bikes effectively.

1.5.1 Nature of study

The study is descriptive in nature.

1.5.2 Nature of data

Primary and secondary data is collected in order to obtain relevant information to conduct the research.

Primary data: Data was collected from current users of Royal Enfield of Paravur Municipality using a questionnaire in order to obtain relevant information.

Secondary data: Data was collected by browsing magazines, newspapers, article and papers related to Royal Enfield brand in India.

1.5.3 Sources of data

Primary data is collected from 53 Royal Enfield customers in Paravur Municipality by the use of questionnaire.

Secondary data is collected from magazines, newspapers, etc.

1.6 Sample Design

1.6.1 Nature of population

This study is conducted on customer satisfaction of Royal Enfield customers in Paravur Municipality and the population is infinite as the total number of Royal Enfield customers is impossible to determine.

1.6.2 Sample Unit

To study the whole base of Royal Enfield customers in Paravur Municipality is impossible as the population is infinite. Therefore sampling method is used in order to collect data.

1.6.3 Method of sampling

The sampling method used in this study is snowball sampling under the non probability sampling method.

1.6.4 Size of sample

Information has been collected from 53 respondents of Paravur Municipality comprising both male and female.

1.7 Tools for analysis

Questionnaires were created in order to receive the necessary response required from the sample to achieve the study objective. The main statistical and analytical tools used for analyzing primary data and the relational dependence between variables are likert scale in questionnaire, percentage and graphs.

1.8 Limitations of study

- The study was confined to Paravur Municipality; hence the outcome cannot be generalized.
- Sample size was limited in number. 53 respondents were chosen because of time constraint.
- Some of the response was biased.

1.9 Chapterisation

Chapter 1:- Introduction

A summary about the project showing its statement of the problem, Scope, objectives, research methodology, sample design, tools for analysis and limitations which were used while conducting the project on this particular topic.

Chapter 2:- Review of literature

A literature review is a text of scholarly paper, which includes the current knowledge including substantive findings, as well as theoretical and methodological contribution to a particular topic.

Chapter 3:- Industrial and company profile

A detailed insight into the working and main goals set by the company in its production and objectives it's trying to fulfill. It also focuses on the 2 wheeler industry the company is involved in.

Chapter 4:- Data analysis and interpretation

The systematic presentation and evaluation of the collected data, in order for the information to be interpreted in such a manner, that it can be used to conduct the study and achieve necessary result.

Chapter 5:- Finding, suggestions and conclusion

Declaring the final findings from the project and stating whether the expected results were received and the main reasons for it.

CHAPTER II
REVIEW OF LITERATURE

2.1 Conceptual Review

2.1.1 Customer Satisfaction

Customer satisfaction is defined as a measurement that determines how happy customers are with a company's product, services, and capabilities. Customer satisfaction information, including survey and ratings, can help a company determine how best improve or change its products and services. Consumer behavior refers to the selection, purchase, and consumption of goods and services for the fulfillment of their basic and fundamental needs. Product quality, price, service or fairness, product features are some of the factors that influence the customer satisfaction.

Philip Kotler defines customer satisfaction as a “person's feeling of pleasure or disappointment, which resulted from comparing a product's perceived performance or outcome against his/her expectations”.

2.1.2 Factors affecting customer satisfaction

Several factors like psychological, personal, social and cultural factors influence the purchasing behavior of the consumer.

- **Psychological Factors**

Many psychological factors like motivation, perception, learning, attitudes and beliefs play a crucial role in purchasing a particular product and services. To increase sales and encourage the consumer to purchase the service, organization should try to create a conscious need in the consumer & mind which develops an interest in buying the service. Similarly, depending on the experiences of the experiences, beliefs, and personal characteristics of the consumer, each individual has a different perception from one another. Hence, the study of consumer buying behavior is a gateway to success in the market.

Overall the result shows that the brand image, value, price, health concern and quality influences customer satisfaction.

- Personal Factors

This consumer behavior includes personal factors such as age, occupation, economic situation, and lifestyle. Consumer changes the purchase of goods and services with the passage of time. Occupation and the economic situation also have a significant impact on buying behavior. A person with high income chooses to purchase expensive product and services. On the other hand, a person with low income chooses to purchase inexpensive product and services. The lifestyle of customers is another crucial factor affecting the consumer buying behavior. Life style refers to the way a person lives in a society and is expressed by the things in the surroundings.

- Social Factors

Human beings live in an environment surrounded by several people who have different buying behavior. A person's behavior is influenced by small groups like family, friends, social networks, and surroundings who have different buying behavior. These groups form an environment in which an individual evolves and shape the personality. Hence, the social factors influence the buying habit of a customer to great extends.

- Cultural Factors

Culture is crucial when it comes to understanding the needs and behavior of an individual. The values, perception, behavior and preference are the factors basically learned at the very early stage of childhood from the people and the common behaviors of the culture. Norms and values are carried forward by generations from one entity to the other. Culture factors represent the learned values and perceptions that define consumer wants and behaviors. Consumers

are first influenced by the groups they belong to but also by the groups (inspirational groups) they wish to belong to.

2.1.3 Components of customer satisfaction

- ❖ Quality
- ❖ Value of efficiency
- ❖ Timelessness
- ❖ Access
- ❖ Self management
- ❖ Environment
- ❖ Team work
- ❖ Commitment
- ❖ Innovation

2.1.4 Advantages

- Retain Customers

If your customers are satisfied with the products and services they receive, they're far more likely to stay with your business. If the customer satisfaction survey results indicate that your clients are not happy with the service they are receiving, they may just jump ship and head directly to your competition. Maintaining a high level of customer satisfaction is especially important for SMBs, who have a smaller group of customers, making each more valuable to your business's overall success.

- Determine Your Priorities

The results of a customer satisfaction survey allow you to discover which aspects of your business you need to prioritize. They also allows you to determine if you need to improve your customer service, order processing, or billing practices, among many other aspects. To help determine your strengths

and weaknesses, ensure you include number-based questions (e.g., rate your overall level of service on a scale of one to 10) and average out the responses to see where each aspect of the customer experience stands in the greater scheme.

- Current Satisfaction Feedback

The primary benefit of these surveys is that you can gather the customer's current thoughts on various aspects of your business. Whether it is the value of the products or services you offer, the quality of your customer service, or even the faith that the customer has in your business's long term strategies, it is always useful to gain insight into how the customer is currently feeling about your company.

- Tracking Changes in Feedback

Surveys are also repeatable. You can run the survey every so often in order to continue to gain feedback. Because surveys can have the same questions, this will allow you to compare data over time and see if there are any changes. For example, if you receive an overall score of 8/10 on a follow up survey, that may seem like a high number. But if you achieve 10/10 the previous time you ran the survey, it may imply something is slipping.

- Shows Commitment to the Customer

Often customers like the idea that a company is soliciting their feedback, because it shows that the company is committed to keeping them as a business. Far too many companies take their clients for granted. Customer satisfaction surveys serve as a reminder that your company cares enough to make business decisions based on your feedback.

2.1.5 Disadvantages

- Customer Burnout

As easy as surveys are to fill out, many people simply don't like completing them. Sending surveys too often can lead to customer burnout, and that burnout may result in lower satisfaction scores despite your excellent business model.

- Anonymity Issues

It's hard for customers to believe that they aren't being tracked. These days there is so much unwanted spam and excessive sales strategies that customers are often hesitant to give information that may lead to more sales calls in the future. Without ample assurance that the survey will not be used to target them directly, it may be hard to get the responses you want.

- It Can Be a Waste

This might not be the lovey-dovey thing to say, but sometimes, gathering customer feedback is a waste of time and money. Say you sent out a bunch of surveys, got plenty of responses, and found out that for the most part, your customers politely said they were reasonably satisfied with your company. Would that inspire you to take a specific action? No? If it does not lead to action, feedback is meaningless. In this case the survey is not even given any importance and it doesn't create any change in the organization.

- Lack of clear cut survey

The survey method must be designed properly to be effective and meet its intended purpose. Poorly written questions, a confusing structure and ambiguous questions can quickly make this method ineffective. Unless completed on site, most questionnaires also have a low rate of return and there

is no guarantee respondents will be honest in their responses, especially if forced to take a survey.

2.2 Empirical Literature

“A literature review is a text of scholarly paper, it is secondary sources, and do not report new or original experimental work”. Some of the literature reviews related to the customer satisfaction are:

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

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

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

found that Royal Enfield is chosen by most of customers because of appearance, performance, and design.

Omesh Chandra (2011), “A study of consumer buying behavior towards bikes”. The main theme of the study is to the rapid changing perception of consumers towards power segment bikes to study the satisfaction level of consumers, who use bikes. Information was collected from a sample size of 50 respondents in four districts. The tool used in this study is chi-square tests. The study had found that 53% respondents are highly satisfaction with their bikes. 47% respondents are satisfied with their bikes. Finally it was conducted that most of the respondents were aware of many popular brands of bikes.

Mrs. G. Murali Manokari (2013), “A Study on Customer’s Preference towards Royal Enfield Motorbikes in Coimbatore City, Tamil Nadu”, Findings from the study of this literature of research shows how much customers prefer and their satisfaction level towards various aspects of Royal Enfield, which are mostly influenced by socio-cultural, psychological & personal factors. Customers of Royal Enfield conveys, that in order to capture the market, the manufacturers have to give the best combination of looks, quality, cost efficiency good features, safety, and performance. This reason has also proved to be the reason behind the decade’s long history of the Company.

Dr Debasis Tripathy (2016), “A Study on Consumer Satisfaction of Two Wheeler Bikes”, it studies the satisfaction level of consumers, who uses bikes. This study concludes that HONDA, BAJAJ and HERO shows maximum satisfaction in respect to mileage, power, design, and technology and after sales service whereas TVS attains least satisfaction. The TVS should work extensively on the parameters taken in the study. It showed that consumers compare each factor deeply and select a suitable bike accordingly; therefore companies should

keep this in mind and produce such machines which don't create any disappointment in even one field.

Sr. Sony Mariya (2018), "Customer satisfaction level towards royal Enfield bikes" this study has shown about the preference of Royal Enfield bikes. It was found that the ultimate users of these bikes are students who want to maintain image and also to be comfortable. It is found that sound (important for bullets) is lower than old models so they have to maintain quality models. It is the most preferred bike in India and also it has many loyal customers especially young generations. So, we can say perception of customer on purchase of Royal Enfield bikes is good or we can say excellent.

Kottala Sri Yogi (2016), "An empirical and fuzzy logic approach to product quality and purchase intention of customers in two wheelers "Customer perceptions while purchasing a Royal Enfield or any two-wheeler has been analyzed by different manufacturers through various ways. In this article the author uses fuzzy logic approach to accomplish the objective. Royal Enfield has given priority in high trade in value, ease of modification etc. this study has helped to study why people choose royal Enfield over other bikes available in the market and the reasons like status, muscular, average miles of bike etc.

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

R. Amesaveni, R Koila (2014), "A study relating to consumer satisfaction level of working women towards two wheelers". From his study majority of the

working women's in rural India gave importance to the quality of the product, which also showed that the income level of the rural consumer was increasing, which also generate more consumption and purchasing power for the consumers. An organization should place emphasis on introducing new model in the society and manufacture two wheelers that give good mileage.

CHAPTER III

INDUSTRY AND COMPANY PROFILE

3.1 Industrial Profile

3.1.1 The First Motorcycle

We are going to begin by looking at the first bikes. They didn't work very well and they were not very fast but moved with being drawn by a horse or being pedaled. When you look at a motorcycle today, have you ever thought what the old bikes were like? Were they easy to ride? How fast did they go? Were they comfortable? To answer all these questions, we have got to go quite a long way back say about 100 years. The world was very different in those days and there must have been a feeling of great excitement. There was a great interest in science and engineering and almost every week, some fantastic new invention appeared. First there were gaslights and then electricity and new cures for many kinds of illnesses were always being announced this was period when people started thinking about how to travel quickly and safely.

Before cars and bikes, the quickest mode of travelling was steam trains and if you where near to where you wanted to go then the next best thing were a stagecoach or paddle streamer. No one, except the very rich, could get from their own house to where they were going very quickly. Then in 1885, a German called Gottlieb Daimler made a small engine, which ran on a kind of petrol. It wasn't a very good engine but it just worked. Daimler fitted the engine to a cycle type frame, which exactly had one wheel at the front and two wheels at the rear.

In the following year, another German, Wilhelm Maybach rode the Daimler bike for a few meters- something which everyone thought was very brave. At last, a way of moving people directly from one place to another had been invented. Not everybody thought that this was a good idea. In England there was a law, which said that no vehicle powered by an engine could go faster than 4mph which is about as fast as you walk. Many of the people were afraid and urged that the bike should be banned. But in 1896 an act was passed that bikes can travel 12mph speed-, which is considered to be a fantastic speed.

3.1.2 The Profile of Two Wheeler Industry in India

The feeling of freedom and being one with the Nature comes only from riding a two wheeler. Indians prefer the two wheelers because of their small manageable size, low maintenance, and pricing and easy loan repayments. Indian streets are full of people of all age groups riding a two wheeler. Motorized two wheelers are seen as a symbol of status by the population. Thus, in India, we would see swanky four wheels jostling with our ever reliable and sturdy steed: the 2 wheeler.

3.1.3 Recent Economic Developments

India is the 2nd largest two-wheeler market in the world with a size of over Rs 100,000 mn. Steps like abolition of licensing, removal of quantitative restrictions and initiatives to bring the policy framework in consonance with WTO requirements have set the industry in a progressive track. Removal of the restrictive environment has helped restructuring, and enabled industry to absorb new technologies, aligning itself with the global development and also to realize its potential in the country.

The liberalization policies have led to continuous increase in competition which has ultimately resulted in modernization in line with the global standards as well as in substantial cut in prices. Aggressive marketing by the auto finance companies have also played a significant role in boosting automobile demand, especially from the population in the middle income group.

3.1.4 Nature of market

In the initial years, entry of firms, capacity expansion, choice of products including capacity mix and technology, all critical areas of functioning of an industry, were effectively controlled by the State machinery.

However, the major set of reforms was launched in the year 1991 in response to the major macroeconomic crisis faced by the economy. The industrial policies shifted from a regime of regulation and tight control to a more liberalized and

competitive era. Two major results of policy changes during these years in two-wheeler industry were that the weaker players died out giving way to the new entrants and superior products and a sizeable increase in number of brands entered the market that compelled the firms to compete on the basis of product attributes

3.1.5 Key players in the Two-wheeler Industry

There are many two-wheeler manufacturers in India. Major players in the 2-wheeler industry are Hero Honda Motors Ltd (HHML), Bajaj Auto Ltd (Bajaj Auto) and TVS Motor Company Ltd (TVS).

The other key players in the two-wheeler industry are Kinetic Motor Company Ltd (KMCL), Kinetic Engineering Ltd (KEL), LML Ltd (LML), Yamaha Motors India Ltd (Yamaha Scooter Mopeds.), Majestic Auto Ltd (Majestic Auto), Royal Enfield Ltd (REL) and Honda Motorcycle & Scooter India (P) Ltd (HMSI).

3.2 Company Profile

3.2.1 Royal Enfield India Ltd

Classic Bikes with power for leisure riding is what a Royal Enfield bike stands for, and Royal Enfield leads this segment of the market in India by leaps and bounds. Its exquisite range of motorcycles combines distinctive styles with power, riding comfort and ruggedness to deliver a unique motorcycling experience.

INDUSTRY: Motorcycles, Bicycles, Lawnmowers.

SUCCESSOR: Royal Enfield (India)

FOUNDER: Abert Eade and Robert Walker Smith.

PRODUCTS: Classic, Bullet, Thunderbird, Meteor, Interceptor, Continental, Himalayan.

HEADQUARTERS: Chennai, India.

3.2.2 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.

3.2.3 History of the Company

Mid 19th century England The firm of George Townsend & Co. opened its doors in the tiny village of Hunt End, near the Worcestershire town of Redditch. The firm was specialized in sewing needles and machine parts.

In the first flush of enterprise, flitting from one opportunity to another, they chanced upon the pedal-cycle trade. Little did they know then that it was the beginning of the making of a legend .Soon, George Townsend & Co. was manufacturing its own brand bicycles. And in 1893 its products began to sport the name “Enfield” under the entity Enfield Manufacturing Company Limited with the trademark ‘**Made Like a Gun**’. The marquee was born.

3.2.4 Profile of the Organization

Royal Enfield is the makers of the famous Bullet brand in India. Established in 1955, Royal Enfield (India) is among the oldest bike companies. It stems from the British manufacturer, Royal Enfield at Redditch. Royal Enfield has its headquarters at Chennai in India; Bullet bikes are famous for their power, stability and rugged looks. It started in India for the Indian Army 350cc bikes were imported in kits from the UK and assembled in Chennai. After a few years, on the insistence of Pandit Jawaharlal Nehru, the company started producing the bikes in India and added the 500cc Bullet to its line. Within no time, Bullet became popular in India.

Bullet became known for sheer power, matchless stability, and rugged looks. It

looked tailor-made for Indian roads. Motorcyclists in the country dreamt to drive it. It was particularly a favorite of the Army and Police personnel. In 1990, Royal Enfield ventured into collaboration with the Eicher Group, a leading automotive group in India, in 1990, and merged with it in 1994. Apart from bikes, Eicher Group is involved in the production and sales of Tractors, Commercial Vehicles, and Automotive Gears.

Royal Enfield made continuously incorporating new technology and systems in its bikes. In 1996, when the Government of India imposed stringent norms for emission, Royal Enfield was the first motorcycle manufacturer to comply. It was among the few companies in India to obtain the WVTa (Whole Vehicle Type Approval) for meeting the European Community norms. Today, Royal Enfield is considered the oldest motorcycle model in the world still in production and Bullet is the longest production run model.

3.2.5 Infrastructure and Technology

To manufacture quality bikes that are well known worldwide for their reliability and toughness, state-of-the-art infrastructure is required and that is just what Royal Enfield has done at their Chennai manufacturing facility. An active in-house Research & Development wing is constantly at work to meet changing customer preferences and the challenges of Indian and International environment standards. When introducing a new product, this team undertakes all related planning which includes a rigorous customer contact program, design, concurrent engineering and testing processes.

3.2.6 Manufacturing

Royal Enfield's manufacturing operations go through a series of modernization and improvement efforts, with a number of automated processes. The Company has put in place modern manufacturing practices like Cellular layouts, Statistical process controls and Flexible manufacturing systems.

The Chennai manufacturing facility has received the ISO 9001 certification and for managing its operations in a clean and safe environment, it has obtained the ISO 14001-quality certification and kaizens are implemented to ensure the quality levels are kept at an ever rising pace. The company works closely with all of its suppliers, giving them technical and managerial support while maintaining practices like Direct- on-line and Vendor Self-Certification.

CHAPTER IV

DATA ANALYSIS AND INTERPRETATION

Table 4.1
Ages of Respondents

Particulars	Number of respondents	%
18-24	48	91
25-34	5	9
35-44	0	0
45-54	0	0
54-64	0	0
Above 65	0	0
Total	53	100

(Source: Primary Data)

From the table it is clear that out of 53 respondents, 91% of respondents between the ages 18-24. 9% of the respondents are between of age group 25-34. There are no respondents for the rest of age between 35 till 65. From this data it is clear that more number of respondents are between of the age group of 18-24.

Figure 4.1

Ages of Respondents

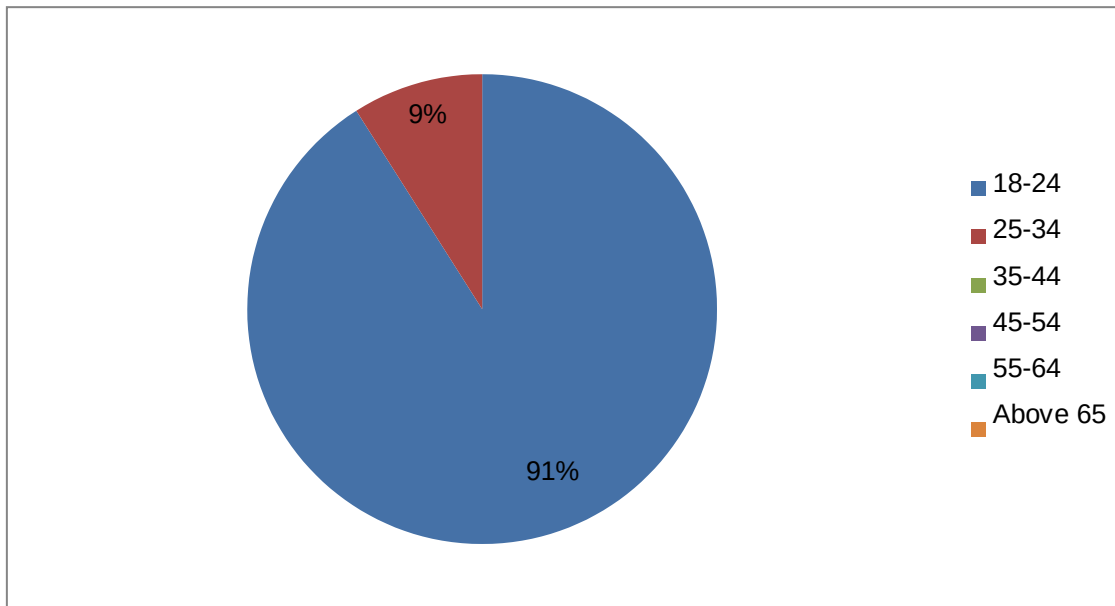


Table 4.2
Gender of Respondents

Particulars	Number of respondents	%
Male	49	92
Female	4	8
Total	53	100

(Source: Primary Data)

From the above table it is clear that 8% of the respondents are female riders, and 92% of respondents are male riders.

Figure 4.2
Gender of Respondents

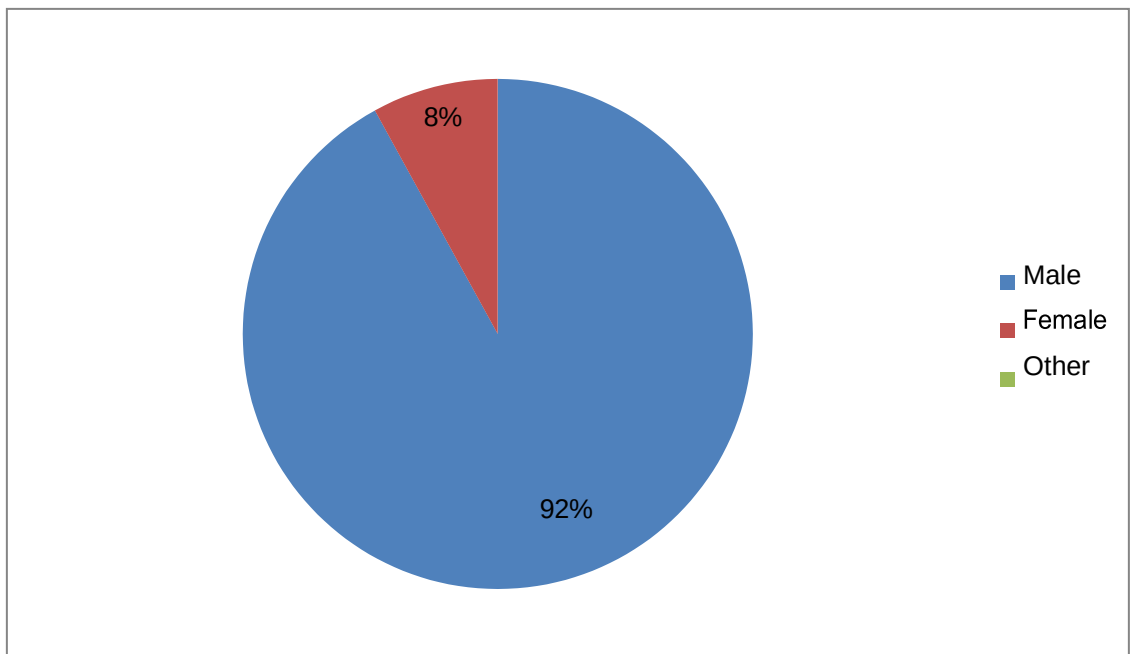


Table 4.3
Model of Royal Enfield used by Respondents

Particulars	Number of respondents	%
Meteor	0	0
Interceptor 650	3	6
Continental GT	4	8
Himalayan	14	26
Classic	19	36
Bullet	9	17
Thunderbird	4	7
Total	53	100

(Source: Primary Data)

From the above table, 6% of customers have Royal Enfield Interceptor, 8% of customers have Continental GT, 26% of customers have Himalayan, 36% of customers have Classic, 17% of customers have Bullet, 7% of customers have Thunderbird and none of them have Royal Enfield Meteor.

Figure 4.3

Model of Royal Enfield used by Respondents

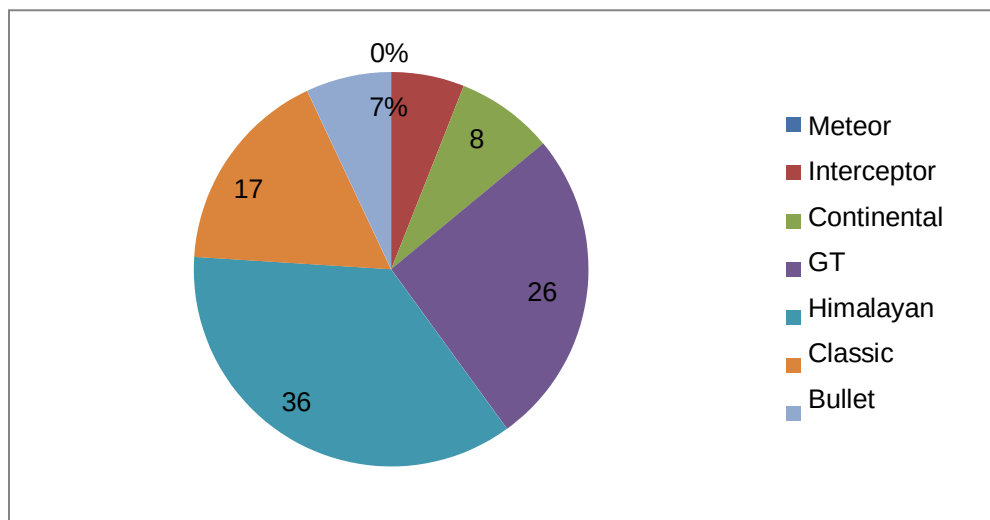


Table 4.4
Buying Interest of Respondents

Particulars	Number of response	%
Performance	27	28
Status symbol	9	9
Riding comfort	40	41
Special purpose	10	10
Maintenance cost	6	6
Price of bike	6	6
Total	98	100

(Source: Primary Data)

From the above table, 28% of people are interested to buy this model due to its Performance, 9% of its Status symbol, 41 % of its Riding comfort, 10% for special purpose, 6% for maintenance cost, and 6% for the price of bike. From this data it is clear that more number of respondents are interested to buy this model because of its Riding comfort.

Figure 4.4
Buying interest of respondents

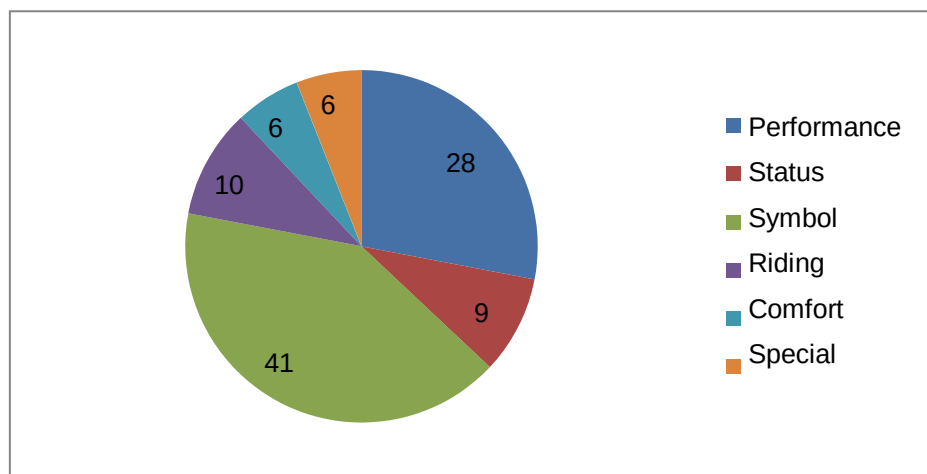


Table 4.5
Source of Information

Particulars	Number of respondents	%
Social media	12	23
Newspaper	1	2
Friends/Relatives	30	56
Advertisement	10	19
Total	53	100

(Source: Primary Data)

From the above table it shows that, 23% of customers are informed about Royal Enfield by Social media, 2% are informed by newspapers, 56% are informed by friends and relatives, 19% are informed by advertisements.

Figure 4.5
Source of Information

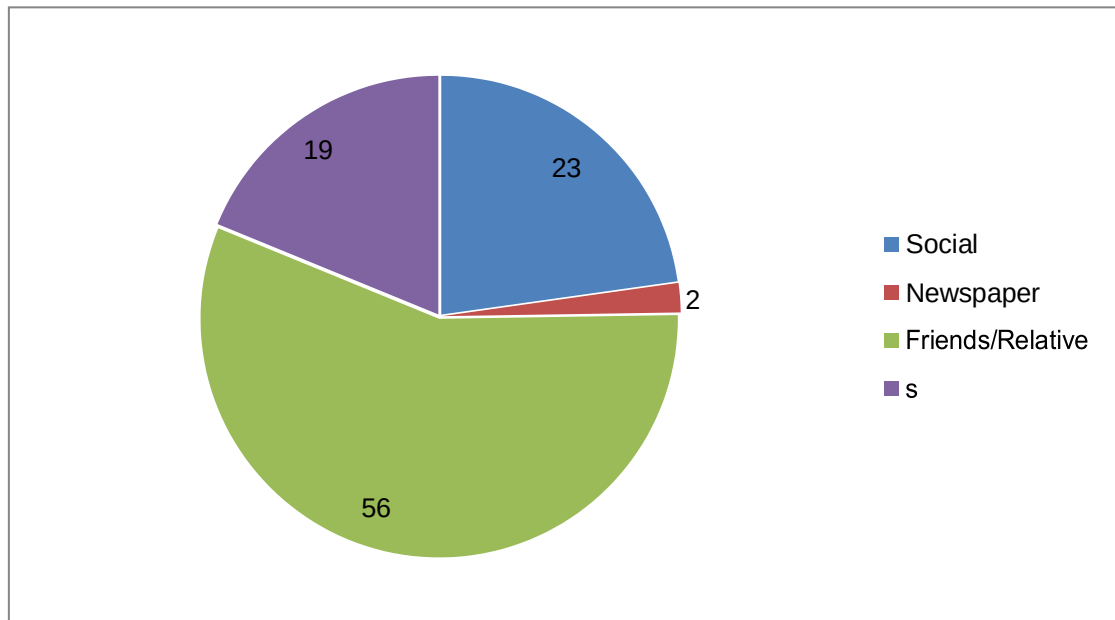


Table 4.6
Opinion on Price

Particulars	Number of respondents	%
Expensive	7	13
Affordable	46	87
Cheap	0	0
Total	53	100

(Source: Primary Data)

From the above table, 87% of the customers are comfortable with the price of Royal Enfield and 13% are uncomfortable about the price. None of the customers are of the opinion that the price of Royal Enfield is cheap.

Figure 4.6
Opinion on Price

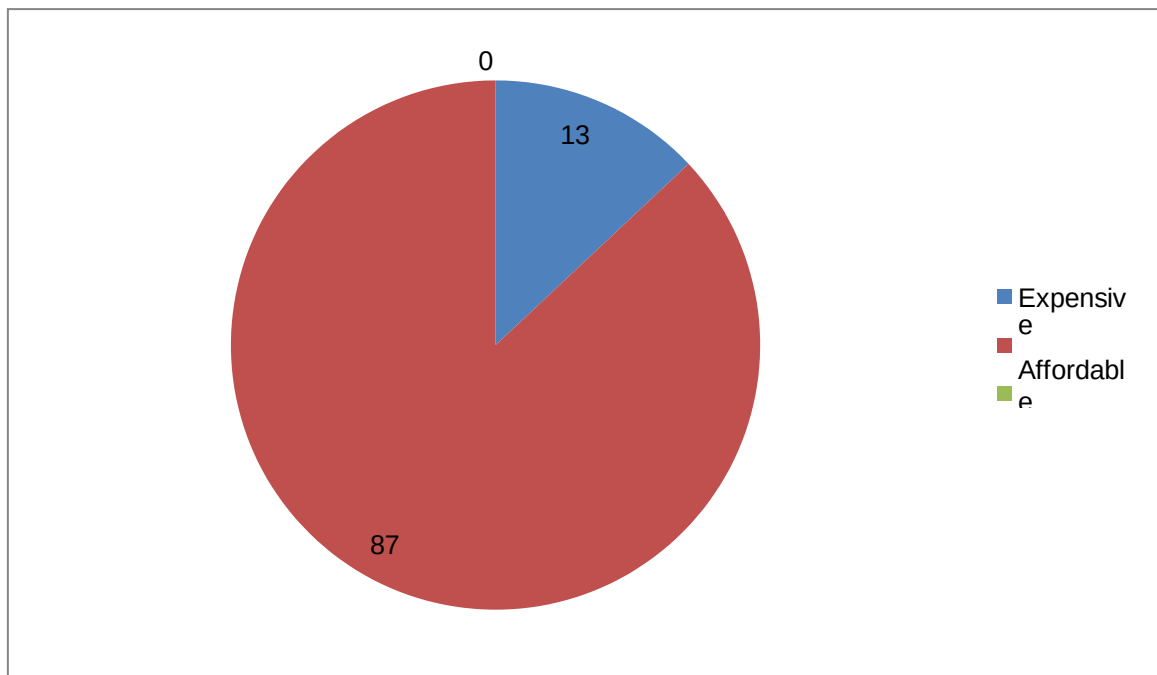


Table 4.7
Purpose of Bike

Particulars	Number of respondents	%
Daily Basis	35	66
City Touring	10	19
Stunt/Race	1	2
Off Roding	7	13
Total	53	100

(Source: Primary Data)

From the above Figure it is clear that 66% of the customers are using Royal Enfield Motorcycle for Daily Basis, 19% of the customers are using Royal Enfield Motorcycle for city touring, 2% of customers are using for Stunt/Racing, and 13% of customers are using it for Off Roding

Figure 4.7
Purpose of Bike

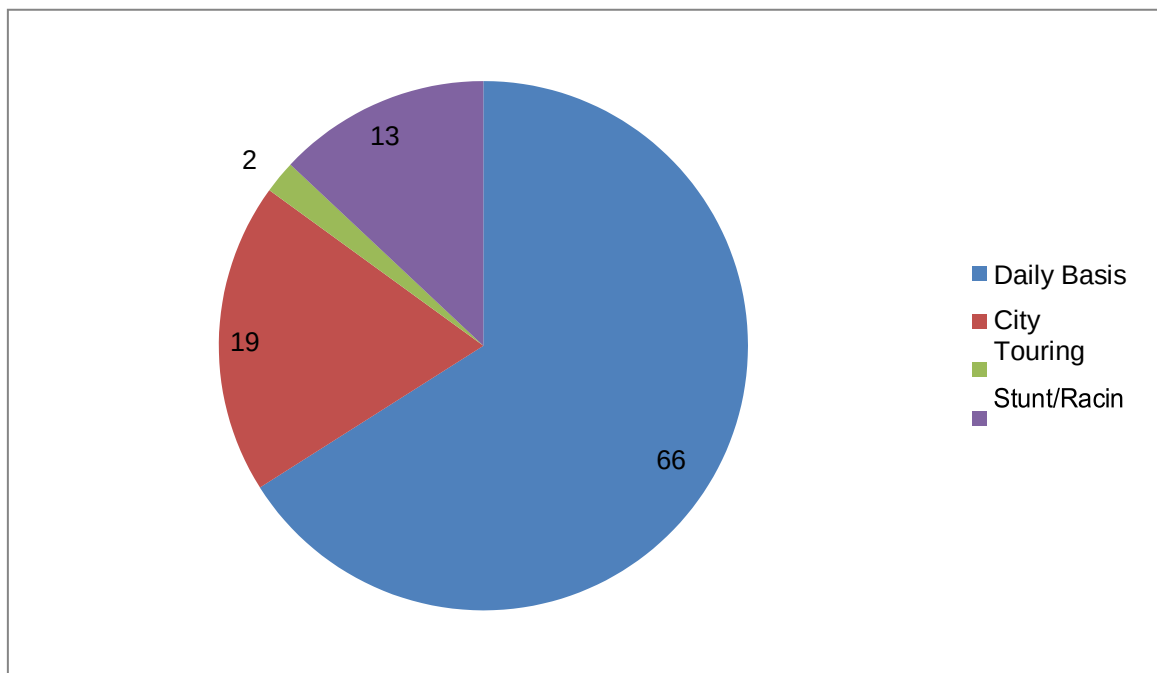


Table 4.8
Most Liked Feature

Particulars	Number of responses	%
Performance	26	25
Riding Comfort	43	41
Maintenance cost	6	6
Availability of spare parts	10	10
Mileage	16	15
Cost of Bike	3	3
Total	104	100

(Source: Primary Data)

From the above table it is clear that, most likely customers are satisfied with the Riding Comfort (41%), Performance (25%), Maintenance cost (6%), Availability of spare parts (10%), Mileage (15%), Cost of Bike (3%).

Figure 4.8
Most Liked Feature

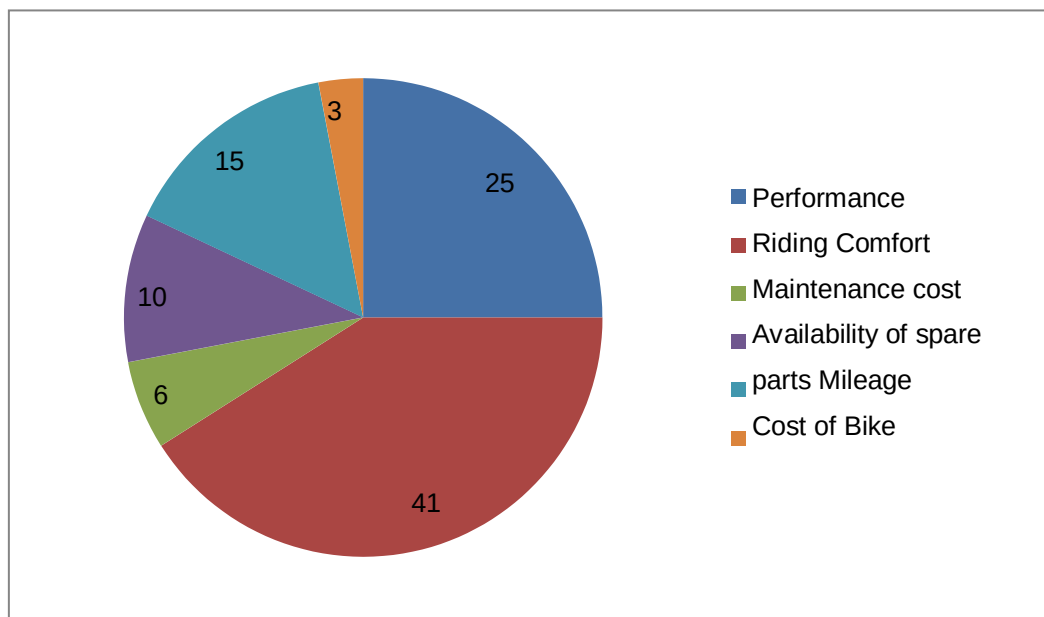


Table 4.9
Opinion on Market Price

Particulars	Number of respondents	%
High	10	19
Medium	43	81
Low	0	0
Total	53	100

(Source: Primary Data)

From the table, 19% of the customers are of the opinion that the market price of Royal Enfield are high, 81% of the customers are with the opinion that the market price is medium, None of the customers are of the opinion that market price is low.

Figure 4.9
Opinion on Market Price

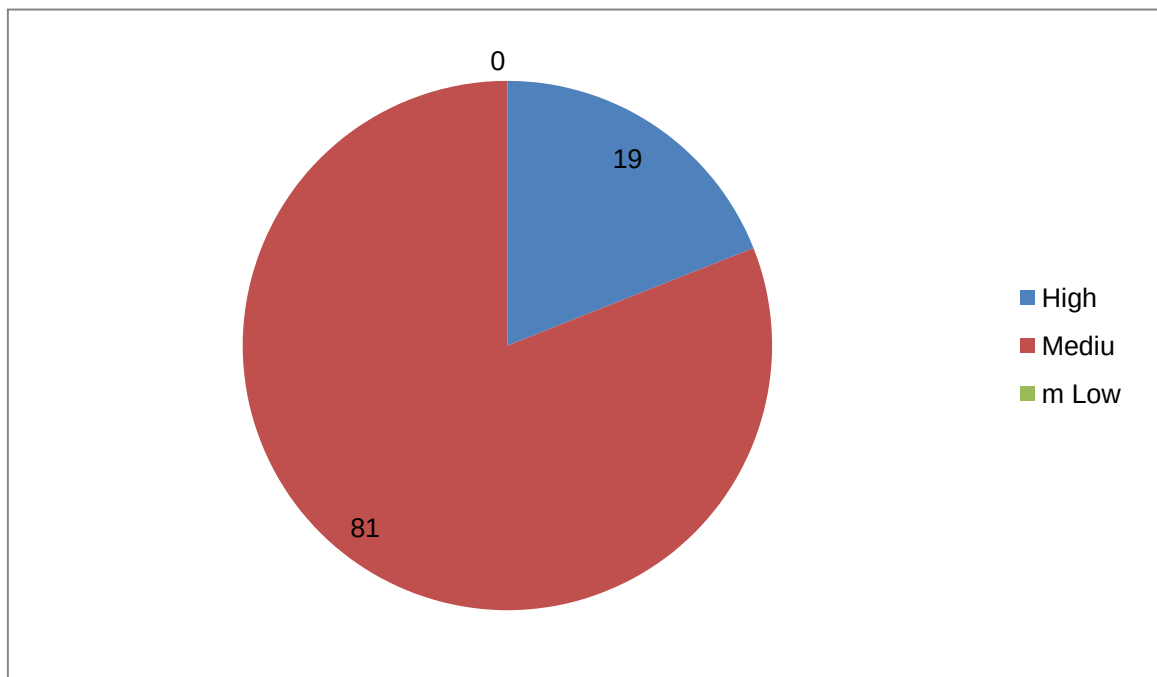


Table 4.10
Comfort of Riding Position

Particulars	Number of respondents	%
Yes	53	100
No	0	0
Total	53	100

(Source: Primary Data)

From the table all of the respondents are comfortable with the riding position.
None of them are dis-comfortable with the riding position.

Figure 4.10
Comfort of Riding Position

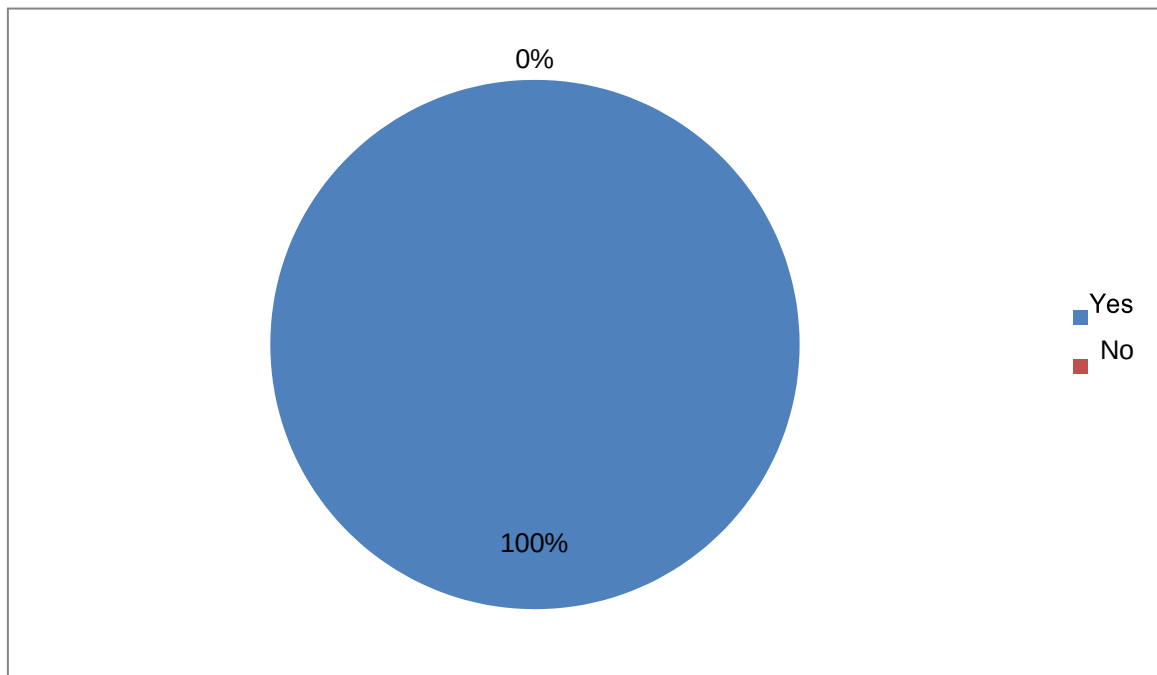


Table 4.11
Satisfaction over fuel efficiency

Particulars	Number of respondents	%
Highly Satisfied	7	13
Satisfied	26	49
Neutral	13	25
Unsatisfied	5	9
Highly Unsatisfied	2	4
Total	53	100

(Source: Primary Data)

From the table, 13% of people are highly satisfied with the fuel efficiency of Royal Enfield Bike, 49 % of them are satisfied, 25% of them are neutral alike, 9% of them are unsatisfied and 4% of them are highly dissatisfied. It is inferred that smaller number of people are dissatisfied about its fuel efficiency of Royal Enfield.

Figure 4.11
Satisfaction over fuel efficiency

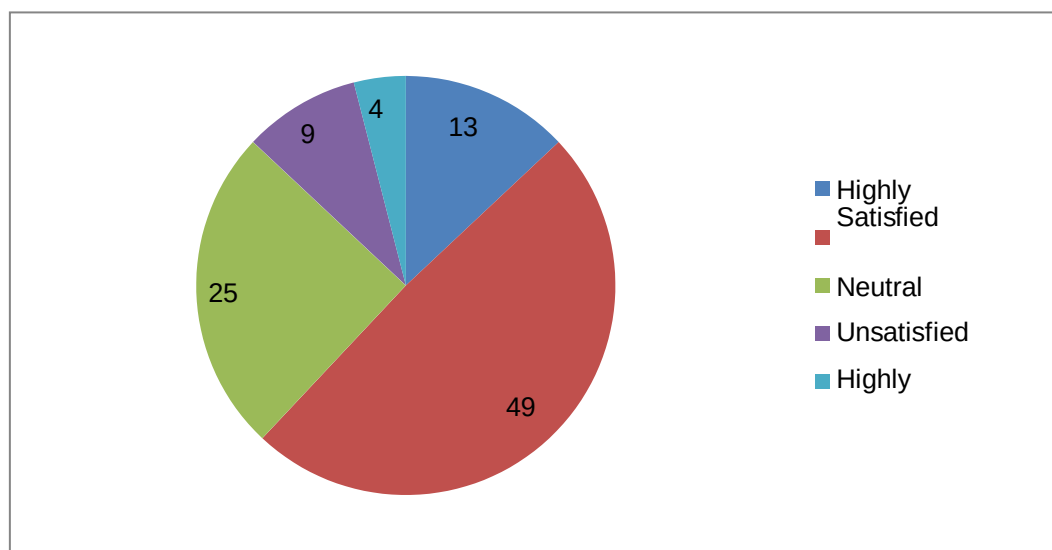


Table 4.12
Suitable for long rides

Particulars	Number of respondents	%
Yes	47	89
No	1	2
Maybe	5	9
Total	53	100

(Source: Primary Data)

From the table, 89% of the customers are of the opinion that their Royal Enfield models are suitable for long rides. 2% are of the opinion that it is not comfortable for long rides. 9% are of the opinion that it may be suitable for long rides.

Figure 4.12
Suitable for long rides

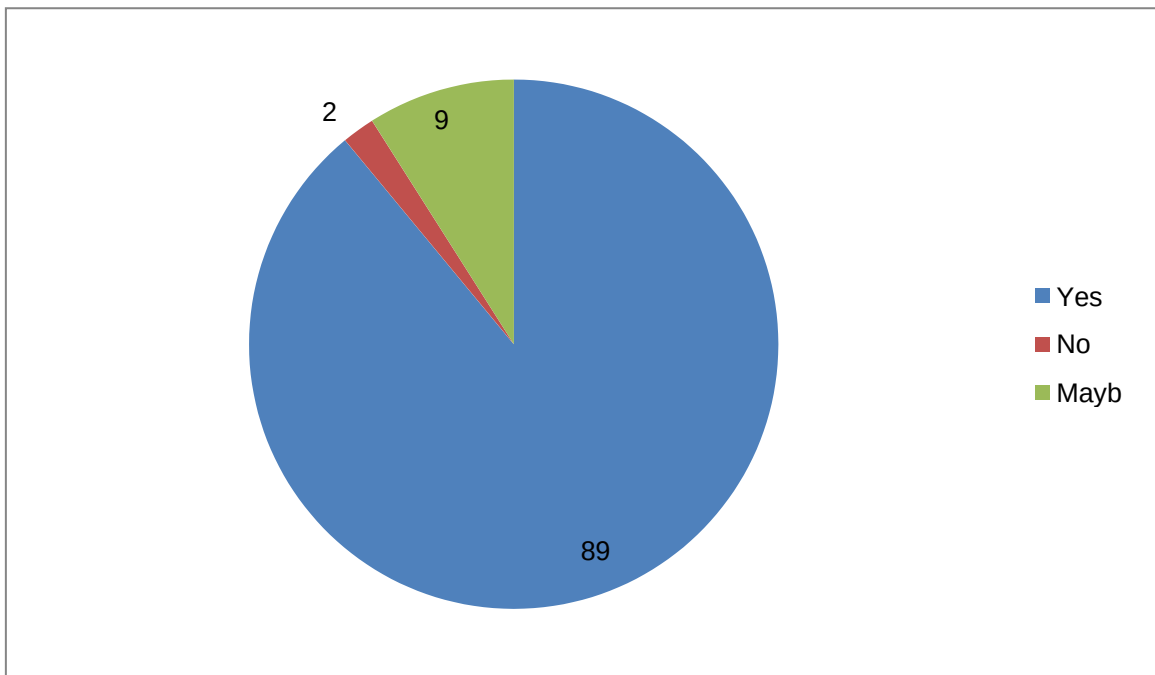


Table 4.13
Opinion about resale value

Particulars	Number of respondents	%
Excellent	10	19
Good	33	62
Average	10	19
Below Average	0	0
Poor	0	0
Total	53	100

(Source: Primary Data)

From the table, we can understand that 19% of the customers are of the opinion that resale value are Excellent, 62% are of the opinion that the resale value of Royal Enfield Motorcycle are good, 19% are of the opinion that resale value are average and None of them are of the opinion that resale value as below average and poor.

Figure 4.13
Opinion about resale value

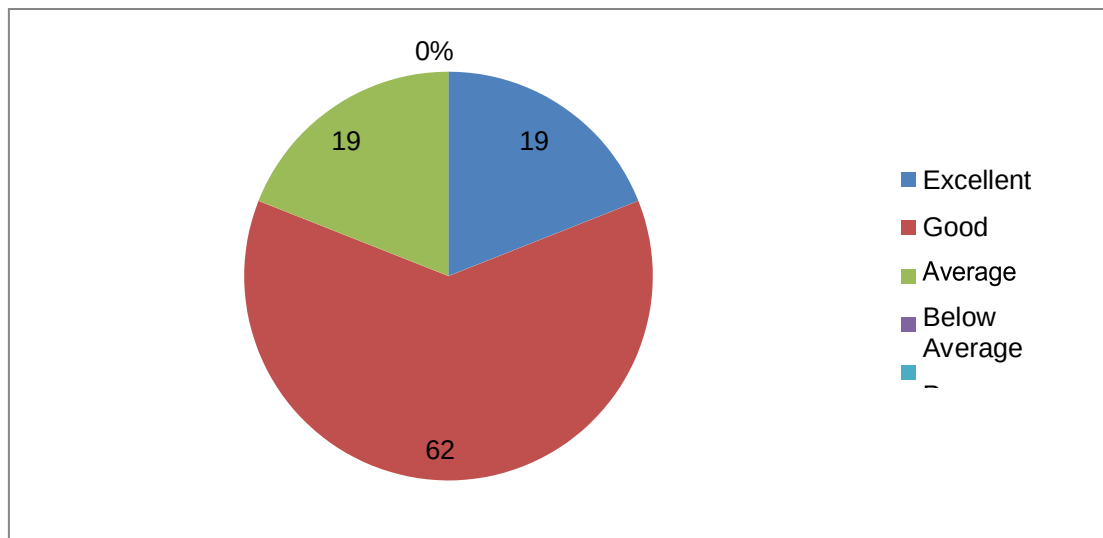


Table 4.14
Preferred service dealers

Particulars	Number of respondents	%
Urban Locomote	7	13
Arya Bhangy	0	0
S K Motors	0	0
Paravur Motors	8	15
Other	38	72
Total	53	53

(Source: Primary Data)

From the table shows that 13% of the customers are servicing their motorcycle with Urban Locomote, 15% are using Paravur Motors and 72% are using other service centers, none of customers are using Arya Bhangy and S K Motors.

Figure 4.14
Preferred service dealers

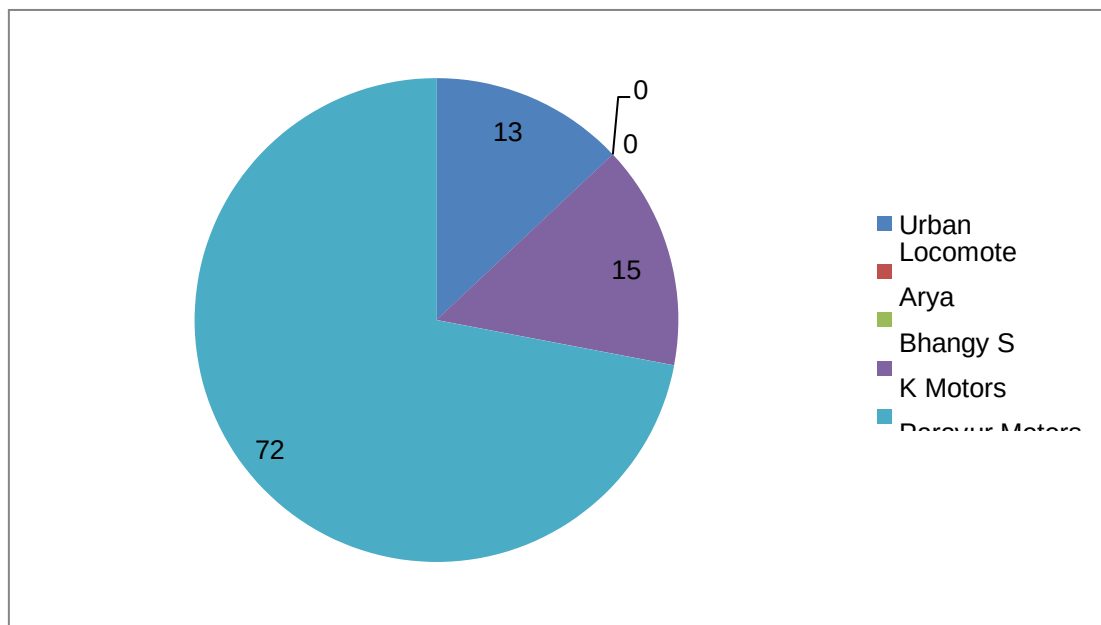


Table 4.15
Opinion on affordability of service charges

Particulars	Number of respondents	%
Yes	34	64
No	19	36
Total	53	100

(Source: Primary Data)

From the table, 64% of the customers are of the opinion that service charges are affordable, 36% are of the opinion that service charges are not affordable.

Figure 4.15
Opinion on affordability of service charges

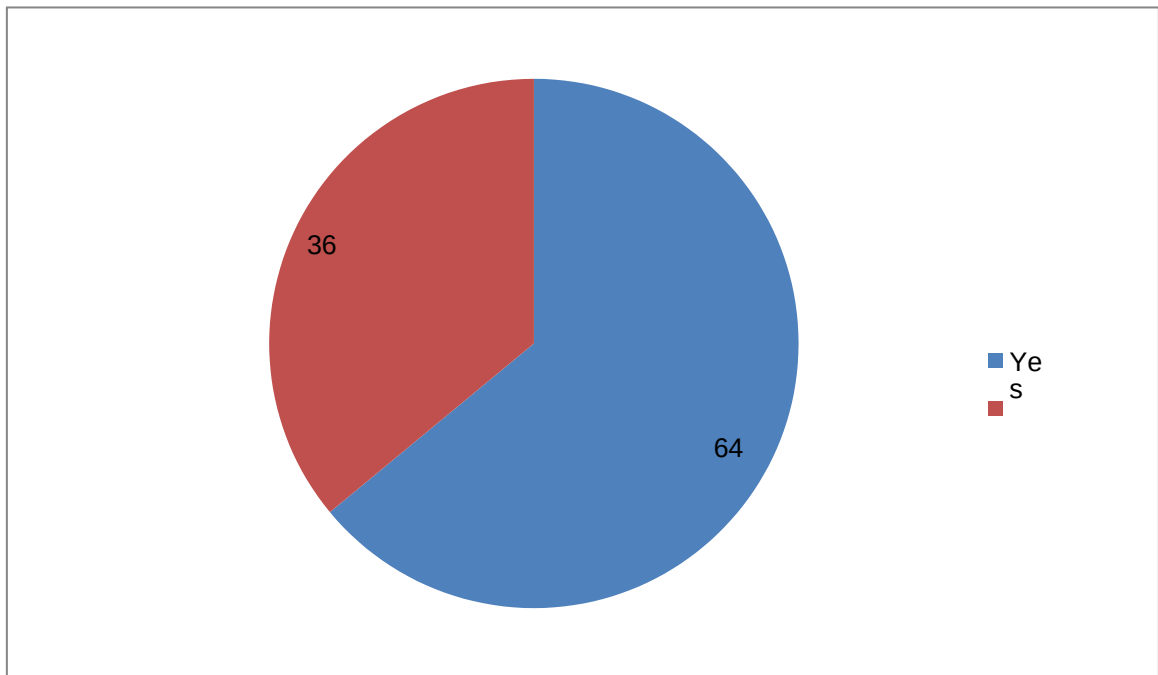


Table 4.16
Timely delivery

Particulars	Number of respondents	%
Yes	36	68
No	17	32
Total	53	100

(Source: Primary Data)

From the table, 68% of the customers are of the opinion that they get timely delivery, 32% are of the opinion that they don't get timely delivery.

Figure 4.16
Timely delivery

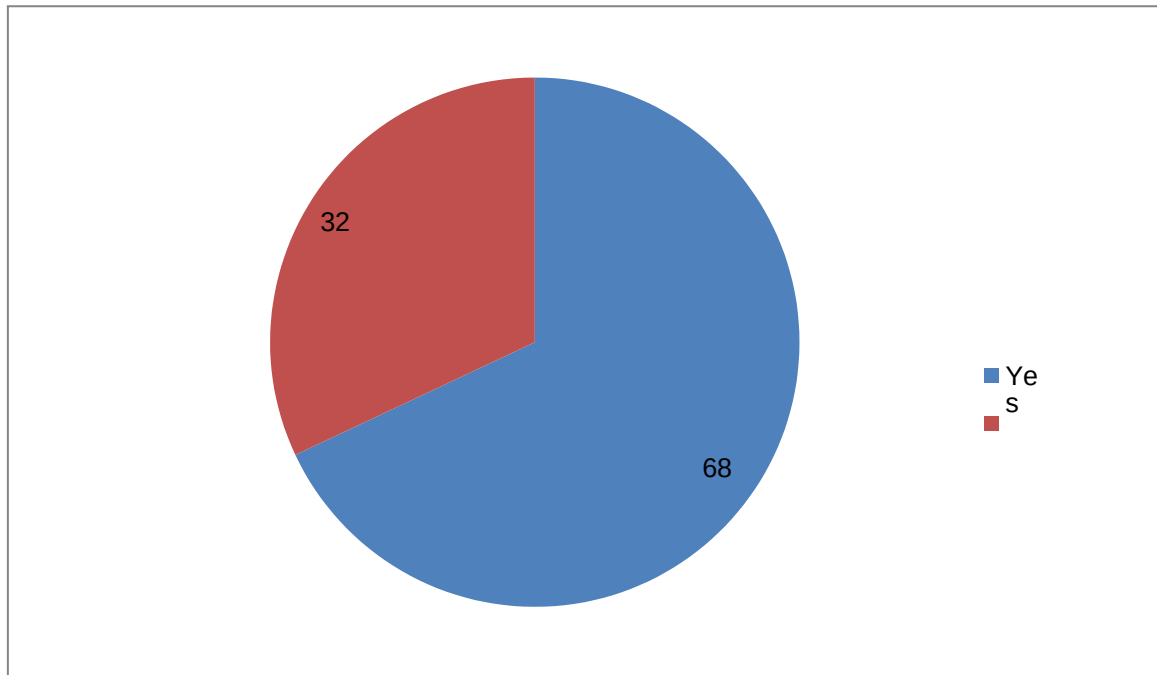


Table 4.17
Recommendation of model

Particulars	Number of respondents	%
Yes	50	94
No	3	6
Total	53	100

(Source: Primary Data)

From the above figure it is clear that, 94% of the customers recommend their model and 6% are not recommending their model.

Figure 4.17
Recommendation of model

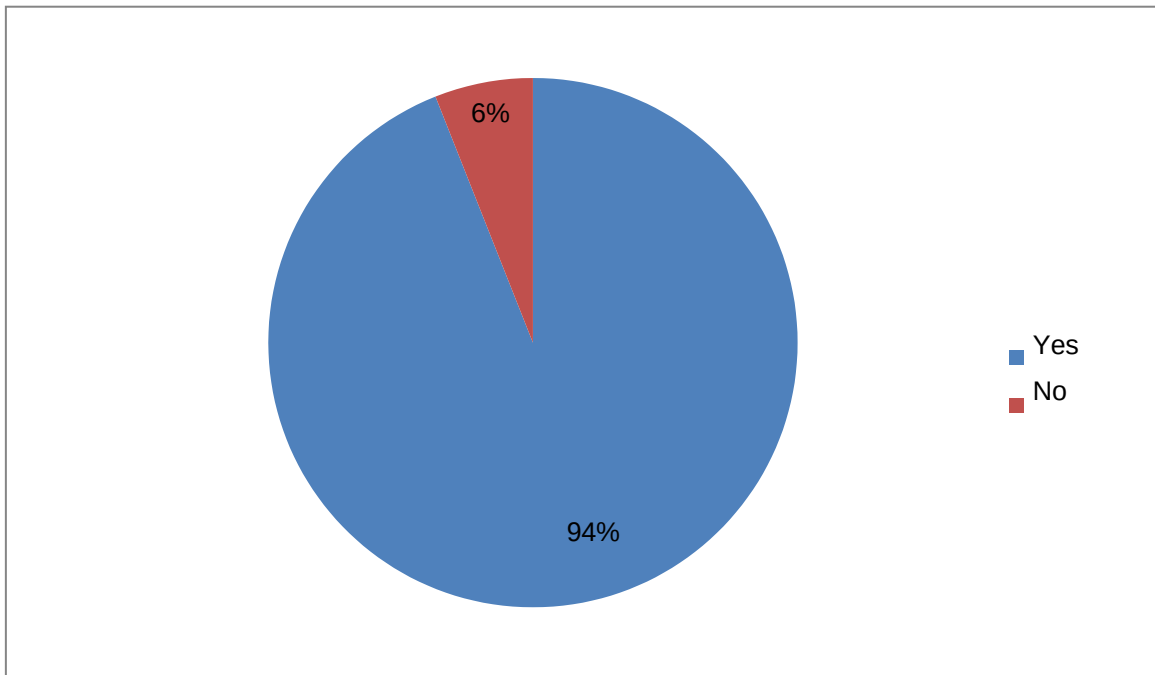


Table 4.18
Overall Performance

Particulars	Number of respondents	%
Poor	2	4
Below Average	2	4
Average	7	12
Good	30	57
Excellent	12	23
Total	53	100

(Source: Primary Data)

According to table 4 % of people rated Poor on overall performance of Royal Enfield Bike, 4 % of them rated Below Average, 12 % of them are Average alike, 57% of them rated Good and 23% of them rated Excellent on overall performance. It is inferred that more number of people are satisfied about the overall performance of Royal Enfield.

Figure 4.18

Overall Performance

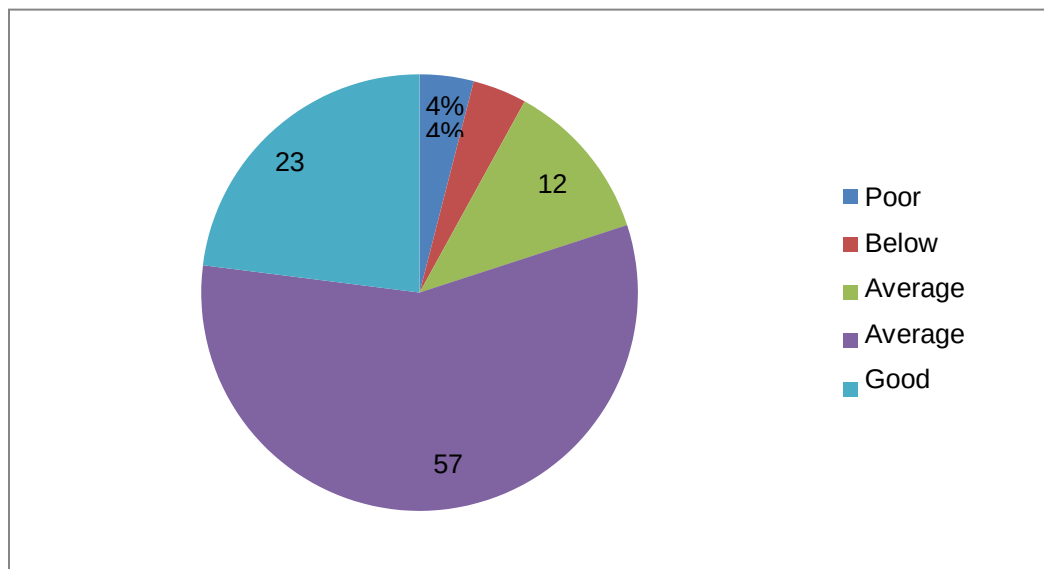


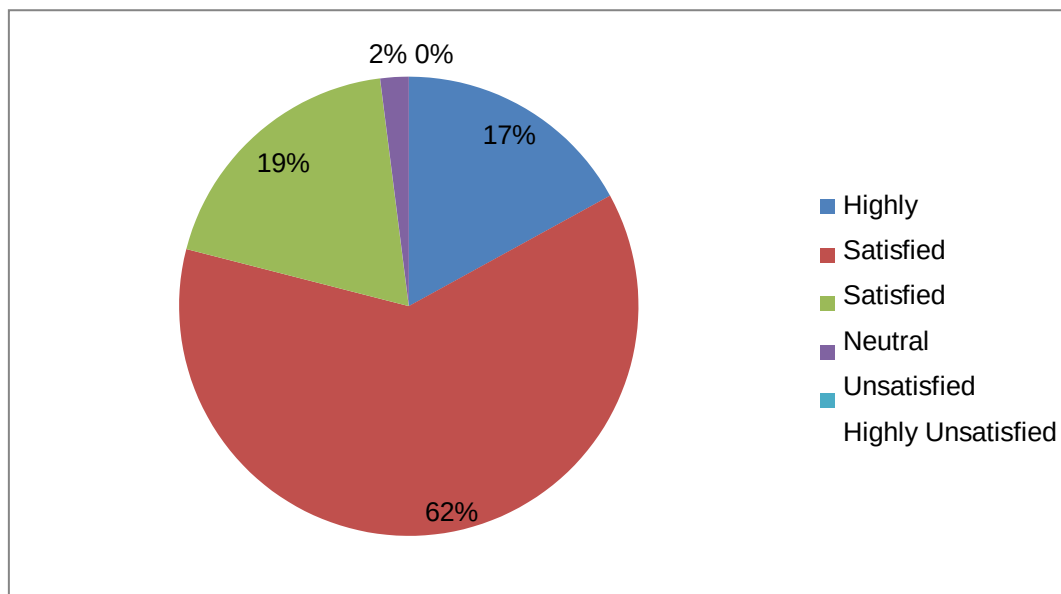
Table 4.19
Overall Satisfaction

Particulars	Number of respondents	%
Highly Satisfied	9	17
Satisfied	33	62
Neutral	10	19
Unsatisfied	1	2
Highly Unsatisfied	0	0
Total	53	100

(Source: Primary Data)

From the table, 17% of people are highly satisfied with Royal Enfield Bike, 62 % of them are satisfied, 19% of them are neutral alike, 2% of them are unsatisfied and none of them are highly dissatisfied. It is inferred that large number of people are satisfied with Royal Enfield Bike.

Figure 4.19
Overall Satisfaction



CHAPTER V

FINDINGS, SUGGESTIONS AND CONCLUSION

5.1 Findings

1. It is inferred that most of the Royal Enfield users are youths. Adults and aged people do not prefer Royal Enfield Bike.
2. It is inferred that majority males are customers of Royal Enfield bike and only some females are using it.
3. It is inferred that classic is favorite among most of the customers and other models are unable to attract customers.
4. Majority of the Royal Enfield users are interested to buy the model because of its riding comfort and performance.
5. Majority of the respondents come to know about Royal Enfield through friends and relatives.
6. Most of the respondents feel that the price of Royal Enfield is affordable.
7. It is inferred that most of the respondents are using this bike for daily basis and city touring. Very less are using this Royal Enfield bike for off-road and stunt/race purpose.
8. Interpretations shows that the riding comfort of Royal Enfield bikes is the most liked feature of their bike.
9. Majority of the respondents are of the opinion that market price of Royal Enfield is medium.
10. Almost all respondents are comfortable with the Riding position.
11. It is inferred that large number of respondents are satisfied about its fuel efficiency.
12. It is inferred that majority of the respondents are of the opinion that Royal Enfield bikes are suitable for long rides.
13. More than half of the respondents are satisfied with the resale value of Royal Enfield bike.
14. Most of the respondents prefer their bikes to be serviced from other dealers.

15. It is inferred that most of the people are satisfied with the affordability of service charges.
16. It is inferred that most of the people get Timely delivery.
17. It is inferred that majority of the respondents are recommending Royal Enfield bike to others.
18. Majority of the respondents rated good for overall performance.
19. Majority of the respondents are satisfied with the overall satisfaction.

5.2 Suggestions

- ♦ Royal Enfield so far appeal and attract males more than females, steps should be taken to attract females too towards the bikes and encourage them to see Royal Enfield as a suitable option for them.
- ♦ The bikes recently introduced by Royal Enfield are mostly concerned about youth, so many suggested they should also consider the middle age people while manufacturing.
- ♦ Some of the respondents feel that they can improve the after sales services of Royal Enfield bikes. So it will be helpful and easy for the customers.
- ♦ There should also be better communication and connection between various service centers and dealers in the area for better availability of spare parts and faster services.
- ♦ The delivering facility of Royal Enfield needs to be developed, as there is a huge lag (waiting period of a month minimum) to get the bike after ordering. This alone has led to people preferring other brands over Royal Enfield.
- ♦ Some respondents are not satisfied with the level of quality and finishing shown on the bikes, this aspect has to be looked into by the company and necessary steps should be taken.

- ♦ The service level offered by various service centers are way below average and this affects the satisfaction level of the customers, the company should take necessary steps to ensure every service centers are up to standard and the customers are satisfied with the service received.

5.3 Conclusion

This project helps to know about the customer satisfaction towards ‘Royal Enfield bikes’. Majority of the customers are satisfied with the riding comfort and performance of Royal Enfield. The customers of Royal Enfield are satisfied with the product. Most preferred model of Royal Enfield is Classic. Most of the customers are satisfied with the fuel efficiency of Royal Enfield. Majority of the customers are male youths and they use Royal Enfield mainly for daily uses and city touring. Customers are satisfied with the affordability of service charges and timely delivery. Majority of the respondents are satisfied with the overall performance and the do recommend Royal Enfield Bikes to others. From this project it is identified that, most of the customers are satisfied with the Royal Enfield bikes.

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- The Bullet-In
- Fastrack
- Royal Enfield Magazine
- The BEAT

WEBSITES

www.royalenfield.com

www.wikipedia.org

www.enfieldmotorcycles.com

www.slideshare.com

www.googlebooks.com

APPENDIX

Consumer Satisfaction of Royal Enfield

QUESTIONNAIRE

1. Name:

2. Age

- ☐ 18-24
- ☐ 25-34
- ☐ 35-44
- ☐ 45-54
- ☐ 55-64
- ☐ Above 64

3. Gender

- ☐ Male
- ☐ Female
- ☐ Other

4. Which model of Royal Enfield Motorcycle do you have?

- ☐ Meteor
- ☐ Interceptor 650
- ☐ Continental GT
- ☐ Himalayan
- ☐ Classic
- ☐ Bullet
- ☐ Thunderbird

5. Why were you interested to buy this model?

- ☐ Performance
- ☐ Status Symbol
- ☐ Riding Comfort
- ☐ Special Purpose
- ☐ Maintenance
- ☐ Price

6. How did you come to know about this model?

- ☐ Social Media
- ☐ Newspaper
- ☐ Friends/Relatives
- ☐ Advertising

7. What is your opinion about the price of Royal Enfield?

- ☐ Expensive
- ☐ Affordable
- ☐ Cheap

8. For what purpose do you use your bike?

- ☐ Daily Basis
- ☐ City Touring
- ☐ Stunt/Race
- ☐ Off roading

9. What do you like most in your bike?

- ☐ Performance
- ☐ Riding Comfort
- ☐ Maintenance Cost
- ☐ Availability of spare parts
- ☐ Mileage
- ☐ Cost of bike

10. Opinion on market price of Royal Enfield compared to other bikes?

- ☐ High
- ☐ Medium
- ☐ Low

11. Are you comfortable with the riding position?

- ☐ Yes
- ☐ No

12. Are you satisfied with the fuel efficiency of your bike?

- ☐ Highly Satisfied
- ☐ Satisfied
- ☐ Neutral
- ☐ Unsatisfied
- ☐ Highly Unsatisfied

13. Is this model suitable for long rides?

- ☐ Yes
- ☐ No
- ☐ Maybe

14. What do you think about the resale value of Royal Enfield?

- ☐ Excellent
- ☐ Good
- ☐ Average
- ☐ Below Average
- ☐ Poor

15. From which dealer do you service your bike?

- ☐ Urban Locomote
- ☐ Arya Bhangy
- ☐ S K Motors
- ☐ Paravur Motors
- ☐ Other

16. Do you feel that service charges or repair charges are affordable?

- ☐ Yes
- ☐ No

17. Do you get in time delivery of your bike after servicing?

- ☐ Yes
- ☐ No

18. Do you recommend this model?

- ☐ Yes
- ☐ No

19. How will you rate the overall performance of Royal Enfield Motorcycle?

- ☐ Excellent
- ☐ Good
- ☐ Average
- ☐ Below Average
- ☐ Poor

20. Overall satisfaction of Royal Enfield?

- ☐ Highly Satisfied
- ☐ Satisfied
- ☐ Neutral
- ☐ Unsatisfied
- ☐ Highly Unsatisfied

21. Do you have any suggestions to improve the standard of Royal Enfield?
