

“A STUDY ON CUSTOMERS PERCEPTION TOWARDS ROYAL ENFIELD BIKE”

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

By

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BONAFIDE CERTIFICATE

This is to certify that this Project Report is the bonafide work of **R.ASHWIN (38280020)** who carried out the project entitled "**A STUDY ON CUSTOMERS PERCEPTION TOWARDS ROYAL ENFIELD BIKE**" under our supervision from 6th January 2021 to 6th March 2021.

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Submitted for Viva voce Examination held on _____

Internal Examiner

External Examiner

DECLARATION

I **R ASHWIN (38280020)** hereby declare that the Project Report entitled “**A STUDY ON CUSTOMERS PERCEPTION TOWARDS ROYAL ENFIELD BIKE**” Sholinganallur Chennai. done by me under the guidance of **DR. N.MATHAN** submitted in partial fulfilment of the award of Bachelor of Business Administration degree.

DATE:30.03.2021

PLACE:CHENNAI

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ABSTRACT

In the present era, customer is the centre point of all the marketing activities and all the players in the market are trying to hold their place in the minds of the consumers. Their satisfaction plays an essential role for the success of any business. Branding is around for centuries as a means to identify and differentiate the goods and services of one producer from those of another. It is considered to be the valuable assets of a business. The brands such as, Hero, TVS, Suzuki, Bajaj, Honda, Mahindra, Royal Enfield and Yamaha are the popular brands in the Two wheeler automobile industry. In this backdrop the study has been undertaken to study the satisfaction level of the customers towards selected branded two wheelers in south Coimbatore city.

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CHAPTER 1

INTRODUCTION

This market survey report is based on the survey, which has been done in the CHENNAI City. The main objective of the survey is to study the customer satisfaction towards Royal Enfield. The data used for the analysis is primary data and collected through the use of questionnaire.

The respondents were the customer of Royal Enfield. Royal Enfield motorcycles had been sold in India from 1949. In 1955, the Indian government looked for a suitable motorcycle for its police and army, for use patrolling the country's border. As far as the motorcycle brand goes, though, it would appear that Royal Enfield is the only motorcycle brand to span three centuries, and still going, with continuous production. Product range has widened and the customer has evolved. Customer satisfaction plays a crucial role in enabling an organization to change and develop with customers. In this context study is conducted with special reference to customer satisfaction. A company can earn more profits only when it has strong customer care towards product and services offered by the company. So to have strong customer care it has to provide a competitive price further advertising to increase.

DEFINITIONS

Customer

“Customer is a person who purchase and pays for a product or service either for resale or for use in production or for use of somebody else’s”

Customer perception

“A marketing concept that encompasses a customer’s impression, awareness and or consciousness about a company or its offerings. Customer perception is typically affected by advertising, reviews, public relations, social media, personal experiences and other channels.”

BUYING MOTIVES

A motive is a drive or an urge for which an individual seeks satisfaction. It is the buying motives which induce a consumer to buy a particular product. A lady may buy a sari for physical protection or for wearing something to look beautiful or as a status symbol. Thus buying motive is a strong feeling, instinct, desire or emotion that makes the buyer to buy a product.

TYPES OF BUYING MOTIVES

Buying motives are of four types.

- 1.Product and Patronage buying motives.
- 2.Emotional and Rational buying motives.
- 3.Inherent and Learned buying motives.
- 4.Psychological and Social buying motives

PRODUCT BUYING MOTIVES

Product buying motives refer to those influences and reasons, which prompt (i.e. induce) a buyer to choose a particular product in preference to other products. They include the physical attraction of the product (i.e. the design, shape, dimension, size, colour, package, performance, price etc. of the product) or the psychological attraction of the product (i.e. the enhancement of the social prestige or status of the purchaser through its possession), desire to remove or reduce the danger or damage to life or body of the possessor, etc. In short, they refer to all those characteristics of a product, which induce a buyer to buy it in preference to other products.

PATRONAGE MOTIVES

These are those motives which determine where or from whom products are purchased. These are the considerations which induce a buyer to buy goods from specific shops. Following are the key patronage motives:

Price and Quality Location

Variety

Services

Personality of the Owner or Salesmen.

EMOTIONAL MOTIVES

When a consumer decides to buy without much logical thinking, his decision is said to be emotional. Emotional buying motives are the motives which are affected by the feeling of heart. The emotional motives are of the following types :

Sex or Romance Motive

Love of Others (Affection Motives)

Social Acceptance Motive

Vanity Motive

Recreation and Relaxation Motive

Curiosity Motive

RATIONAL MOTIVES

When a buyer decides to buy after careful consideration or logical thinking, his decision is said to be rational. Thus rational buying motives are motives where a consumer takes the decision of purchasing a product by his head and mind. In making rational purchases, the consumer considers price, durability, dependability, efficiency, convenience etc. Rational motives are of the following types:

Monetary Gain

Efficiency in Operation and Use

Dependability Motive

INHERENT AND LEARNED BUYING MOTIVES

Inherent buying motives are those which arise from the basic needs of the consumers such as hunger, sex, comfort, and safety. In order to satisfy these motives, a consumer has to make his best efforts. If these motives remain unsatisfied, he feels mental tension. Learned motives are those which a customer acquires or learns from the environment in which he lives or from education. These motives are social status, social acceptance, economic, social and political achievement, fear and security. These motives are much affected by education and social environment of the customers. Both types of motives play a very important role in consumer decision process. These motives provide direction to a company's marketing activities. Out of these two motives, inherent motives are stronger, more useful and urgent. In satisfying the learned motives, customers do not care for the price of the product.

PSYCHOLOGICAL AND SOCIAL BUYING MOTIVES

Psychological motives are those motives. Which are concerned with the social groups. It assumes that buying behaviour of an individual is influenced by his social environment and he is always anxious to conform to the standard of his environment. Social motives are those motives which are affected by the society in which he lives. Man is a social being and he cannot remain unaffected by the society. He cannot purchase anything without the sanction and recognition of the society.

CONSUMER BUYING PROCESS (CONSUMER DECISIONMAKING PROCESS)

Buying is a mental process. A decision to buy a product is taken after passing through different stages. According to Robinson, Fairs and Wind (in 1967) the buying decision process involve the following five stages.

1. RECOGNITION OF AN UNSATISFIED NEED:

All buying decisions start with need recognition. When a need is not satisfied it creates tension. This tension drives people to satisfy that need. Then need becomes motive. Thus motives arise from needs and wants. The force that converts needs into motives is called motivation.

2. IDENTIFICATION OF ALTERNATIVES:

After recognizing a need or want consumers search for information about the various alternate available to satisfy it. If the need is usual, such as hunger, thirst etc. the consumer may rely on past experience of what satisfies this need. If needs are unusual or unfamiliar, consumer may seek additional information from friends, family, media, sales people etc. it is only through this information search that we can identify the means of satisfying our need.

3. EVALUATION OF ALTERNATIVES:

By collecting information during the second stage, an individual comes to know about the brands and their features. Now he compares the alternative products or brands in terms of their attributes such as price, quality, durability etc. during the evaluation stage he may consider the opinion of others such as wife, relatives and friends. Then he selects the brand that will give him the maximum utility.

4. PURCHASE DECISION:

Finally the consumer arrives at a purchase decision. Purchase decision can be one of the three, namely no buying, buying later and buying now. If he has decided to buy now, he will decide the shop (dealer) to buy it from, when to buy it, how much money to spend etc. After deciding these, he will go to the shop chosen and buy the product of the brand chosen.

INDUSTRIAL PROFILE



Royal Enfield is an Indian multinational moto cycle manufacturing company with the tag of "the oldest global motorcycle brand in continuous production" manufactured in factories in Chennai in India. Licensed from royal enfield by the indigenous Indian *Madras Motors*, it is now a subsidiary of eicher motor, an Indian automaker. The company makes classic-looking motorcycles including the royal enfield bike, classic bullet 350, Meteor 350, Classic 500, interceptor 650 Continental and many more. Royal Enfield also make adventurous and offroading motorcycles like royal motors limited. Their motorcycles are equipped with single cylinder and twin cylinder engines First produced in 1901, Royal Enfield is the oldest motorcycle brand in the world still in production, with the bullet model enjoying the longest motorcycle production run of all time.

COMPANY PROFILE

After the Indian Independence Act 1947 the new government looked for a suitable motorcycle for its army to patrol the country's border. In 1952 the Royal Enfield Bullet was chosen as the most suitable bike for the job. In 1954, the government ordered 800 in units of the 350 cc model. 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 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), Royal Enfield still makes an essentially similar bike in the 350 cc and 500 cc models, along with several different models for different market segments.

In 1990, Royal Enfield collaborated with the Eicher Group, an automotive company in India, and merged with it in 1994. Apart from bikes, Eicher Group is involved in the production and sales of commercial vehicles and automotive gears. Although Royal Enfield experienced difficulties in the 1990s, and ceased motorcycle production at their Jaipur factory in 2002, by 2013 the company opened a new primary factory in the Chennai suburb of Oragadam on the strength of increased demand for its motorcycles. This was followed in 2017 by the inauguration of another new factory of a similar size to the facility at Oragadam (capacity 600,000 vehicles per year) at Vallam Vagadal. The original factory at Tiruvottur became secondary, and continues to produce some limited-run motorcycle models.

Royal Enfield announced its first takeover of another company in May, 2015 with the purchase of a UK motorcycle design and manufacturing firm, Harris Performance Products, that had previously developed the chassis of the Royal Enfield Continental GT Cafe Racer. Harris work with the UK-based part of Royal Enfield's development team, who are based at the UK Technology Centre at Brunting thorpe Proving Ground in Leicestershire. The team was established in January 2015, and moved into their new, purpose-built facility in May 2017. By the end of 2019, the team numbered 155 and carries out the full spectrum of design and development activities, from concept generation and clay design to engineering design, prototyping and validation.

Royal Enfield currently sells motorcycles in more than 50 countries. Royal Enfield surpassed



2014 Continental GT 535

Harley-Davidson in global sales in 2015.

In August 2015, Royal Enfield Motors announced it is establishing its North American headquarters and a dealership in Milwaukee, Wisconsin, with the intention to offer three bikes, the bullet 500, classic 500 and Continental GT 535 Cafe Racer as they feel this engine size represents an under-served market. The dealership will be Royal Enfield's first company-owned store in the U.S., according to Rod Copes, president of

Royal Enfield North America. The company wants to establish about 100 dealerships in American cities starting with Milwaukee.

"I live here, so I am biased. But in my mind, Milwaukee is kind of the center of motorcycling in the United States," said Copes, a former Harley-Davidson executive. "We view this as kind of our first flagship dealership," he added. replacement demand given an average vehicle life of 25 years at the time.

NEED FOR THE STUDY:

- The primary aim of this study is to determine the level of satisfaction of customers in the sales in Royal Enfield.
- The objective is to identify the various factors involved in satisfaction during sales.
- The objectives are to determine the level to which each factor affects the customer's satisfaction, correlate the satisfaction with demographic details of customers.

Objective for the study

PRIMARY OBJECTIVES

To study on customers perception towards royal Enfield bike

SECONDARY OBJECTIVES

- As the objectives of this study is to analyze the customer preference and to find out the customer satisfaction level towards the iconic 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.

CHAPTER 2

REVIEW OF LITERATURE

Reenareicha et al (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 iconic 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 like image and comfortable. The company must improve their mileage, model and colour in their Royal Enfield Bike

Ms. Ameer Asra Ahmed et al (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, Colour, Fuel-efficiency, Technology used, etc.

Ashokkumar 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:

CHAPTER 3

RESEARCH ETHODOLOGY

RESEARCH DESIGN

DESCRIPTIVE RESEARCH DESIGN

The research design undertaken for the study is descriptive one. The methodology involved in this design is mostly qualitative. It includes surveys through questionnaire.

SOURCE OF DATA

The study involved both primary and secondary data collected for making a meaningful influence on the topic of study.

PRIMARY DATA

Questionnaire given to 155 respondents.

SECONDARY DATA

Websites and online journals ,Published reports & Review of literature from published articles.

STRUCTURE AND QUESTIONNAIRE

Questionnaire are divided into two sections. First part was designed to know the general information about customers and the second part contained the Respondents opinion about customers experience.

SAMPLING TECHNIQUE

CONVENIENCE SAMPLING METHOD

A convenience sampling method is one of the main types of non- probability sampling methods. A convenience sampling is made up of people who are easy to reach.

PERIOD OF STUDY

The duration of study is from December 2020 to March2021 which is four months of study

ANALYTICAL TOOLS

Percentage of analysis

CHAPTER 4

DATA ANALYSIS & INTERPRETATION:

4:1 PERCENTAGE ANALYSIS

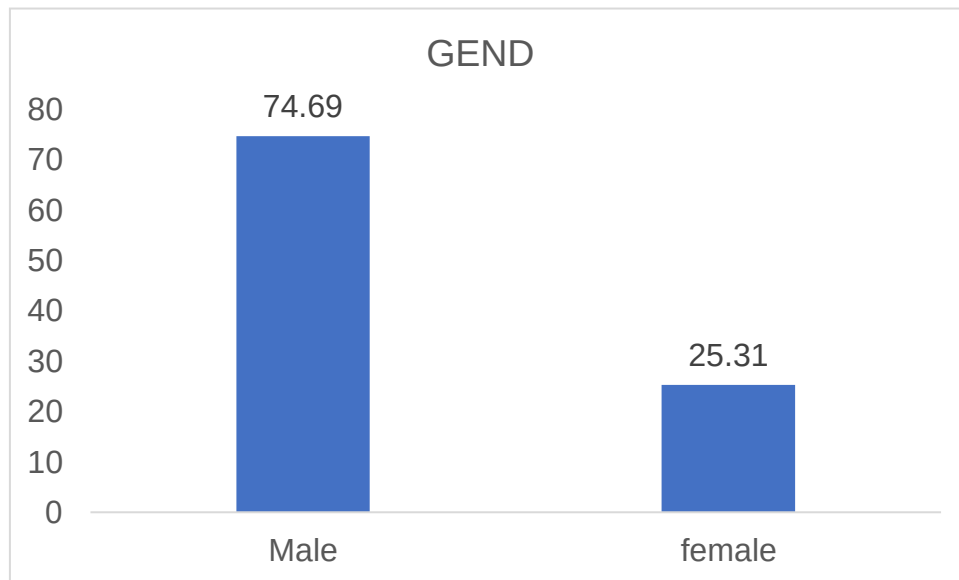
TABLE 4.1.1 GENDER OF THE RESPONDENTS

S.NO	PARTICULARS	NO OF RESPONSES	PERCENTAGES
1	Male	121	74.69
2	female	41	25.31
TOTAL		162	100

SOURCE OF PRIMARY DATA

4.1.1 FIGURE DIAGRAM

GENDER



INTERPRETATION

From the above table it is interpreted that the number of responses in male 74.69%, In female is 25.31%.

INFERENCE

Majority (74.69) of the responses are from male

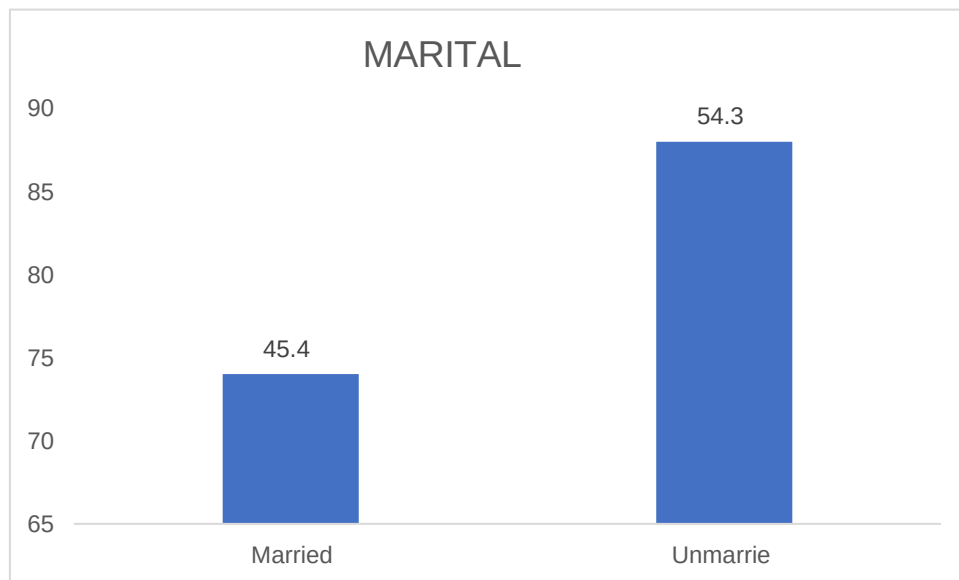
TABLE 4.1.2 MARITAL STATUS OF THE RESPONDENTS

S.NO	PARTICULARS	NO OF RESPONSES	PERCENTAGES
1	Married	74	45.48
2	Unmarried	88	54.32
TOTAL		162	100

SOURCE OF PRIMARY DATA

FIGURE DIAGRAM 4.1.2

MARITAL STATUS



INTERPRETATION

From the above table it is interpreted that the number of responses in married 45.48%, In unmarried is 54.32%.

INFERENCE

Majority (54.32) of the responses are from unmarried

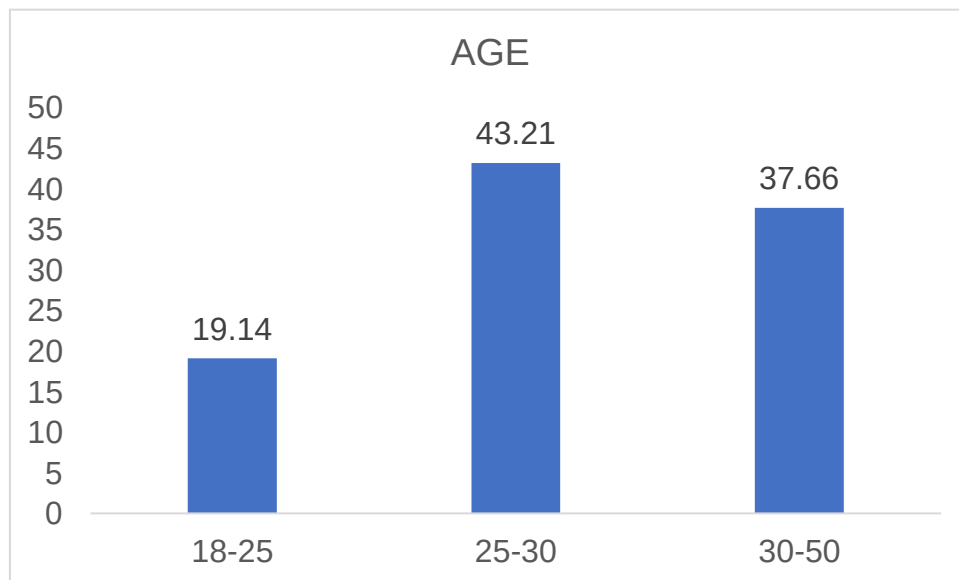
TABLE 4.1.3 AGE OF THE RESPONDENTS

S.NO	PARTICULARS	NO OF RESPONSES	PERCENTAGES
1	18-25	31	19.14
2	25-30	70	43.21
3	30-50	61	37.66
TOTAL		162	100

SOURCE OF PRIMARY DATA

FIGURE DIAGRAM 4.1.3

AGE



INTERPRETATION

From the above table it is interpreted that the number of responses in 18-25 are 19.14%, In 25-30 is 43.21%, In 30-50 is 37.66%.

INFERENCE

Majority (43.21) of the responses are from 25-30.

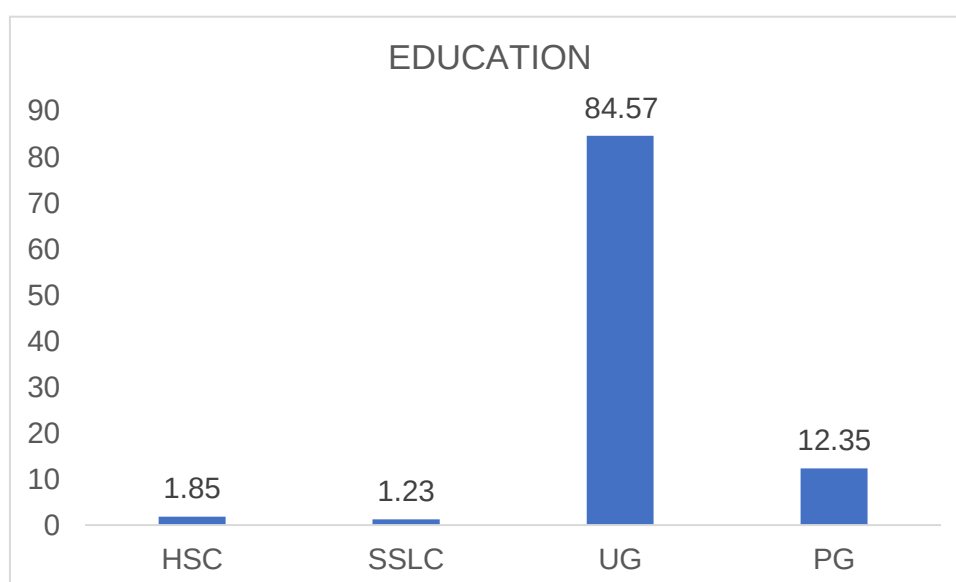
TABLE 4.1.4 EDUCATION OF THE RESPONDENTS

S.NO	PARTICULARS	NO OF RESPONSES	PERCENTAGES
1	HSC	3	1.85
2	SSLC	2	1.23
3	UG	137	84.57
4	PG	20	12.35
TOTAL		162	100

SOURCE OF PRIMARY DATA

FIGURE DIAGRAM 4.1.4

EDUCATION



INTERPRETATION

From the above table it is interpreted the number of respondents in HSC are 1.85, SSLC are 1.23, UG are 84.57, PG are 12.35.

INFERENCE:

Majority (84.57) education qualification respondents are from UG

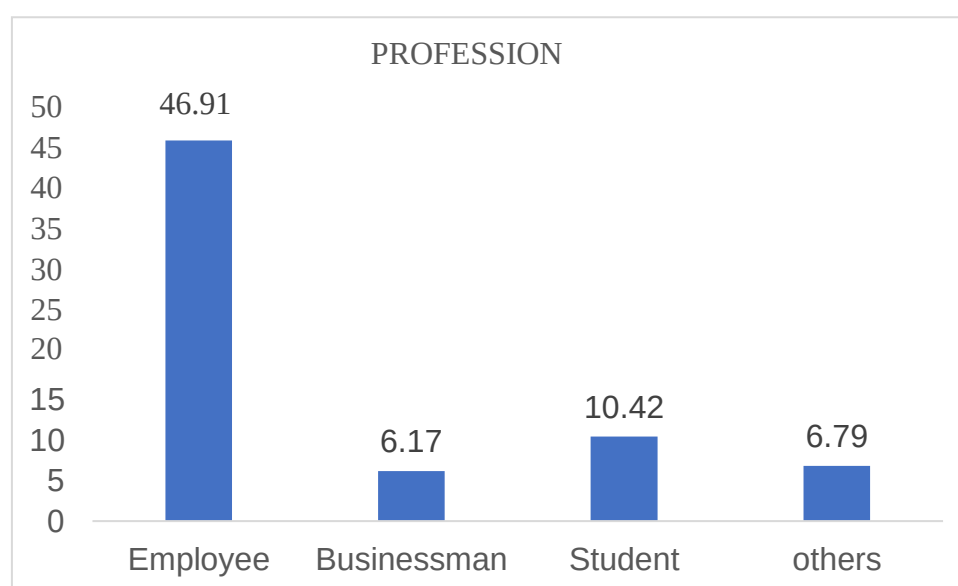
TABLE 4.1.5 PROFESSION OF THE RESPONDENTS

S.NO	PARTICULARS	NO OF RESPONSES	PERCENTAGES
1	Employee	76	46.91
2	Businessman	10	6.17
3	Student	65	10.42
4	others	11	6.79
TOTAL		162	100

SOURCE OF PRIMARY DATA

FIGURE DIAGRAM 4.1.5

PROFESSION



INTERPRETATION

From the above table it is interpreted the number of respondents in Employee respondents are 46.91, Businessman respondents are 6.17, Student respondents are 10.42, others are 6.79.

INFERENCE

Majority (46.91) profession respondents are from employees

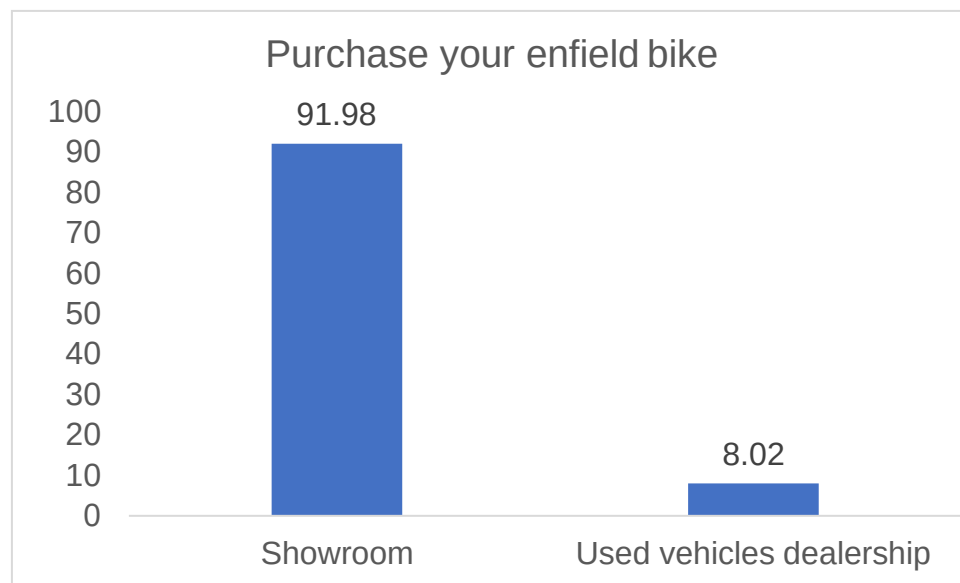
TABLE 4.1.6 PREFERENCE OF THE RESPONDENTS

S.NO	PARTICULARS	NO OF RESPONSES	PERCENTAGES
1	Showroom	149	91.98
2	Used vehicles dealership	13	8.02
TOTAL		162	100

SOURCE OF PRIMARY DATA

FIGURE DIAGRAM 4.1.6

Purchase your Enfield bike



INTERPRETATION

From the above table it is interpreted the number of respondents Showroom are 91.98, Used vehicles dealership are 8.02.

INFERENCE

Majority (91.98) purchase your Enfield bike respondents are from showroom.

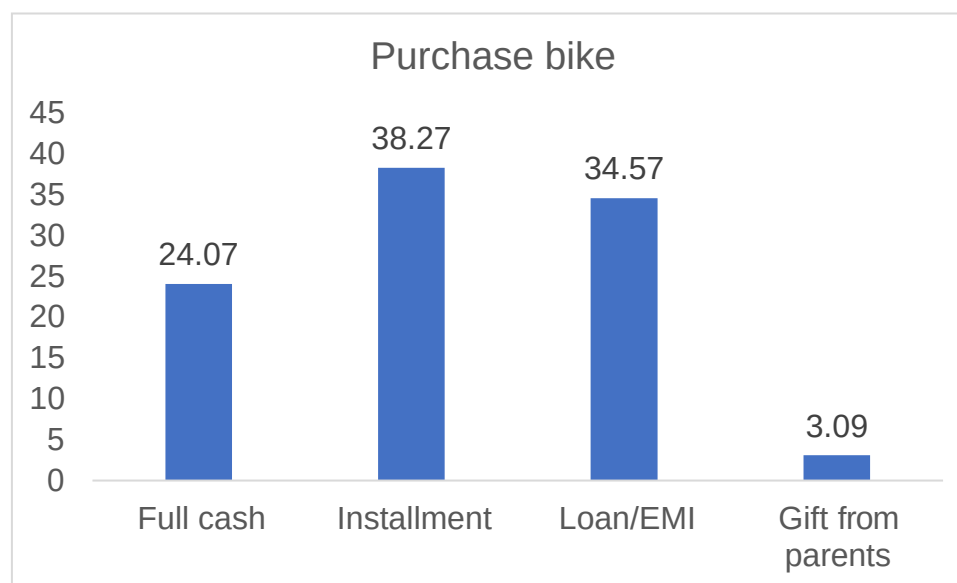
TABLE 4.1.7 MODE OF PURCHASE

S.NO	Particulars	No of responses	Percentages
1	Full cash	39	24.07
2	Instalment	62	38.27
3	Loan/EMI	56	34.57
4	Gift from parents	5	3.09
TOTAL		162	100

SOURCE OF PRIMARY DATA

FIGURE DIAGRAM 4.1.7

Purchase bike



INTERPRETATION

From the above table it is interpreted the number of respondents is full cash responses are 24.07, Installment response are 38.27, loan /EMI responses are 34.57, Gift from parents responses are 3.09.

INFERENCE

Majority (38.27) purchase Bike respondents are from installment.

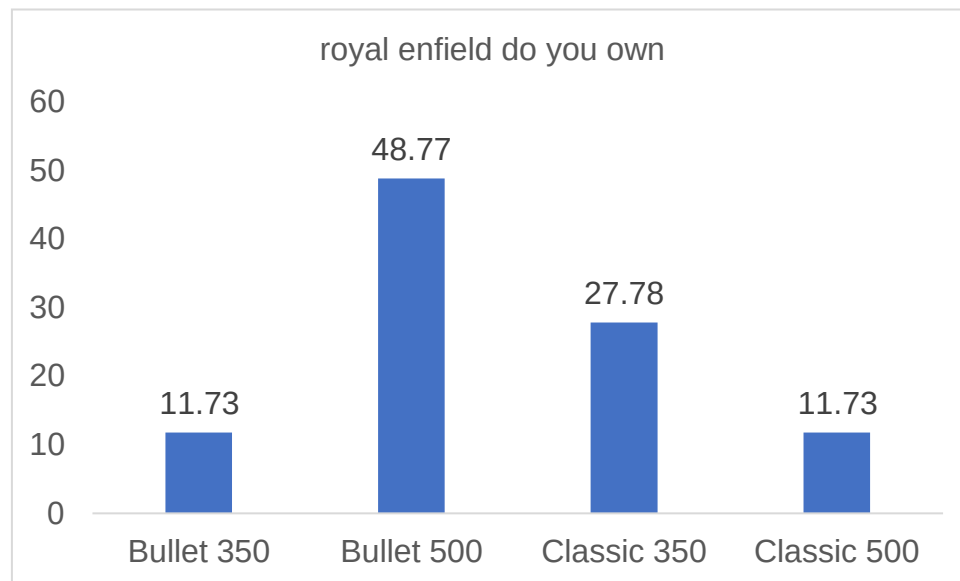
TABLE 4.1.8 RESPONDENTS BIKE MODEL

S.NO	Particulars	No of responses	percentages
1	Bullet 350	19	11.73
2	Bullet 500	79	48.77
3	Classic 350	45	27.78
4	Classic 500	19	11.73
TOTAL		162	100

SOURCE OF PRIMARY DATA

FIGURE DIAGRAM 4.1.8

Royal enfield do you own



Interpretation

From the above table it is interpreted the number of respondents is bullet 350 responses are 11.73, bullet 500 responses are 48.77, classic 350 responses are 27.78, classic 500 responses are 11.73.

INFERENCE

Majority (48.77) Royal Enfield do you own respondents are from Bullet 500.

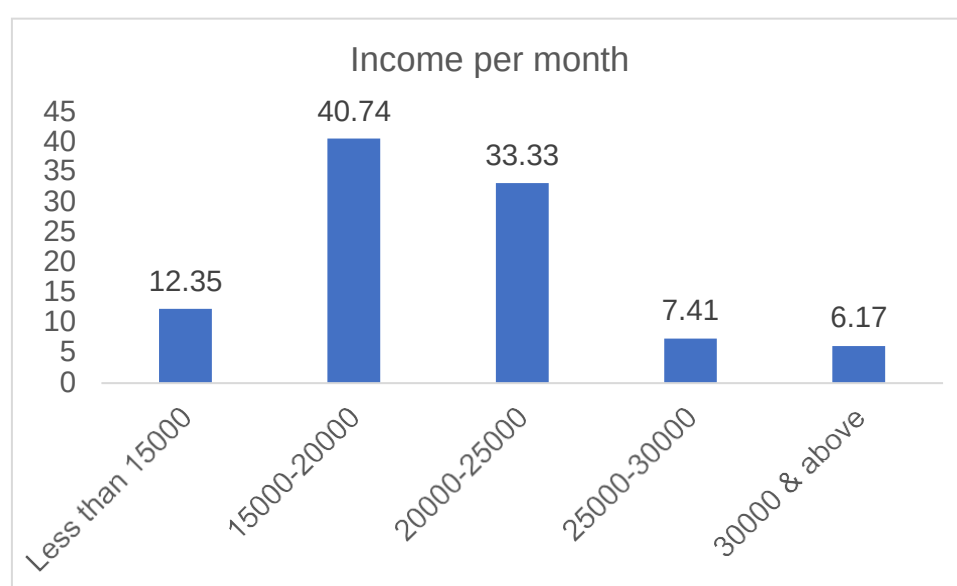
TABLE 4.1.9 INCOME OF THE RESPONDENTS

S.NO	Particulars	No of responses	percentage
1	Less than 15000	20	12.35
2	15000-20000	66	40.74
3	20000-25000	54	33.33
4	25000-30000	12	7.41
5	30000 & above	10	6.17
TOTAL		162	100

SOURCE OF PRIMARY DATA

FIGURE DIAGRAM 4.1.9

Income per month



INTERPRETATION

From the above table it is interpreted the number of respondents less than 15000 responses are 12.35, 15000-20000 responses are 40.74, 20000-25000 responses are 33.33, 25000-30000 responses are 7.41, 30000 & above responses are 6.17.

INFERENCE

Majority (40.74) Income per month respondents are from 15000-20000.

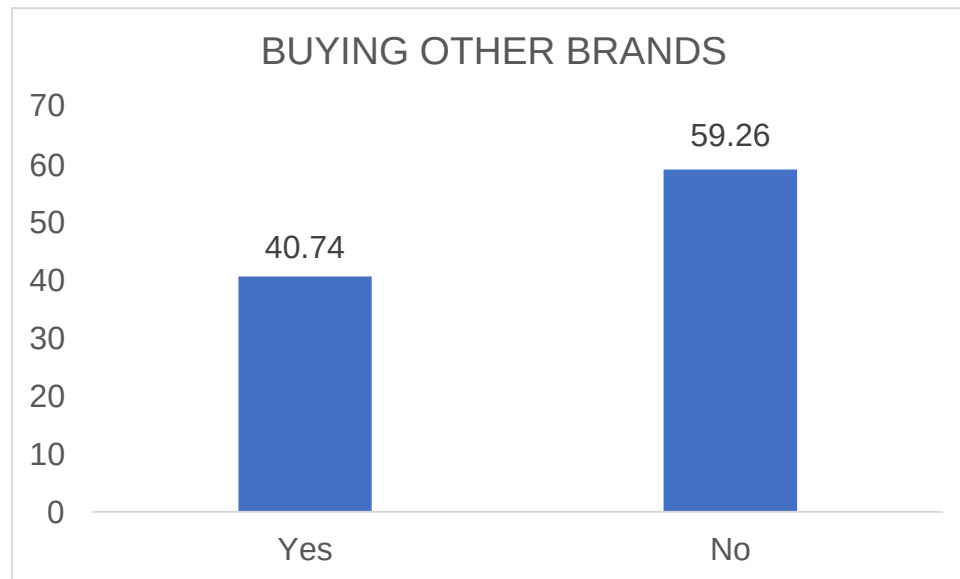
TABLE 4.1.10 OTHER BRAND PREFERENCE

S.NO	Particulars	No of responses	percentages
1	Yes	66	40.74
2	No	96	59.26
TOTAL		162	100

SOURCE OF PRIMARY DATA

FIGURE DIAGRAM 4.1.10

Buying other brands



INTERPRETATION

From the above table it is interpreted the number of respondents YES responses are 40.74, NO responses are 59.26.

INFERENCE

Majority (59.26) Buying other brands respondents are from YES.

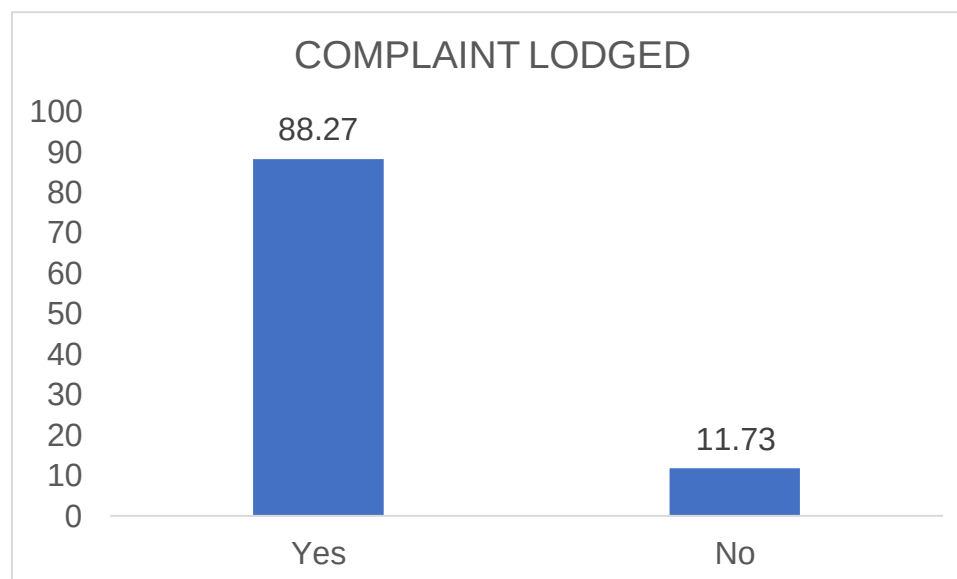
TABLE 4.1.11 COMPLAINTS OF THE RESPONDENTS

S.NO	Particulars	No of responses	percentages
1	Yes	143	88.27
2	No	19	11.73
TOTAL		162	100

SOURCE OF PRIMARY DATA

FIGURE DIAGRAM 4.1.11

Complaint lodged



INTERPRETATION

From the above table it is interpreted the number of respondents YES responses are 88.27, NO responses are 11.73.

INFERENCE

Majority (88.27) Complaints lodged respondents are from YES.

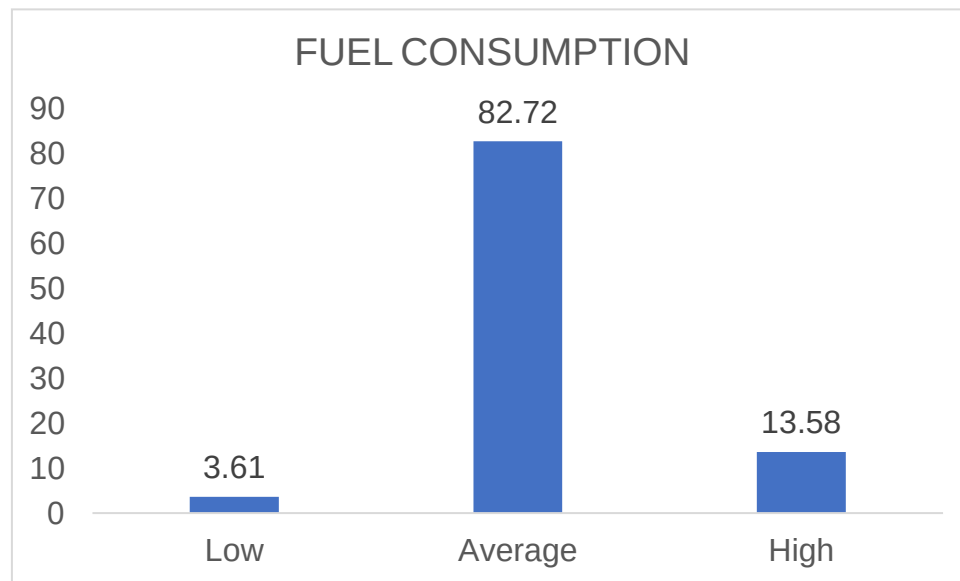
TABLE 4.1.12 FUEL CONSUMPTION OF THE BIKE

S.NO	Particulars	No. of responses	percentages
1	Low	6	3.61
2	Average	134	82.72
3	High	22	13.58
TOTAL		162	100

SOURCE OF PRIMARY DATA

FIGURE DIAGRAM 4.1.12

Fuel Consumption



INTERPRETATION

From the above table it is interpreted the number of respondents Low response are 3.61. Average responses are 82.72. High responses are 13.58.

INFERENCE

Majority (82.72) Fuel consumption respondents are from average.

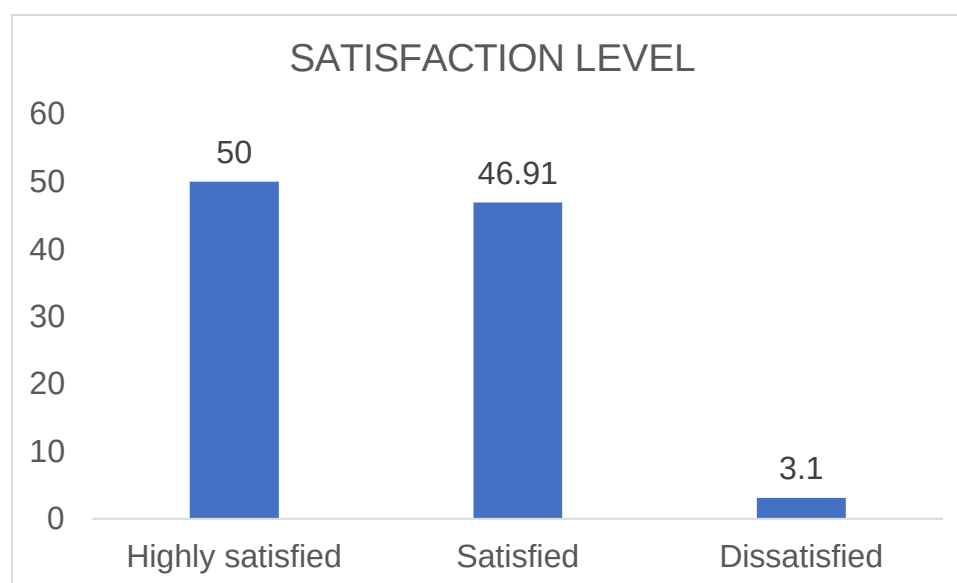
TABLE 4.1.13 SATISFACTION LEVEL OF THE RESPONDENTS

S.NO	Particulars	No of responses	percentages
1	Highly satisfied	81	50.00
2	Satisfied	76	46.91
3	Dissatisfied	5	3.10
TOTAL		162	100

SOURCE OF PRIMARY DATA

FIGURE DIAGRAM 4.1.13

Satisfaction level



INTERPRETATION

From the above table it is interpreted the number of respondents Highly satisfied responses are 50.00, satisfied responses are 46.91, dissatisfied responses are 3.1

INFERENCE

Majority (50.00) satisfaction level respondents are from Highly satisfied.

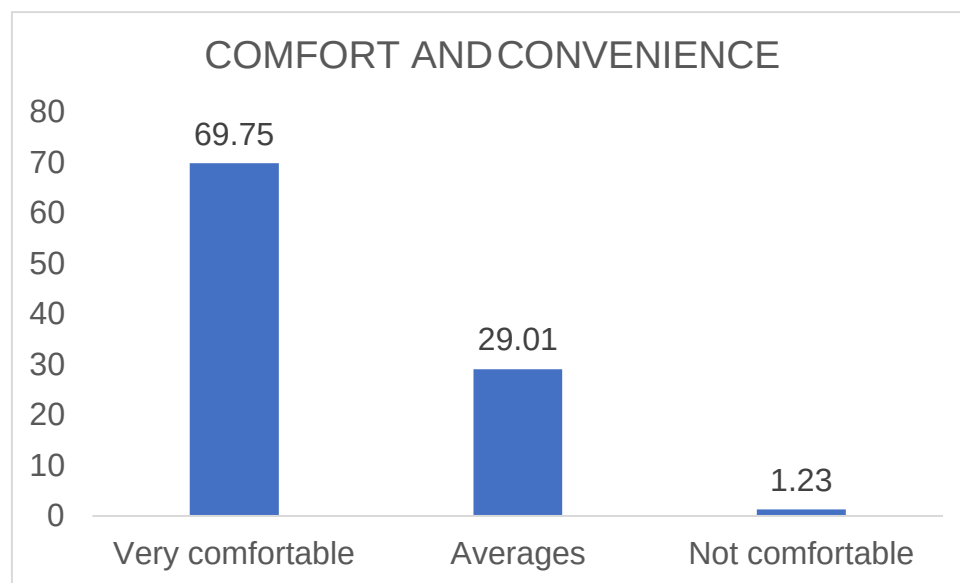
TABLE 4.1.14 COMFORT LEVEL OF THE RESPONDENTS

S.NO	Particulars	No of responses	Percentages
1	Very comfortable	113	69.75
2	Averages	47	29.01
3	Not comfortable	2	1.23
TOTAL		162	100

SOURCE OF PRIMARY

FIGURE DIAGRAM 4.1.14

Comfort and Convenience



INTERPRETATION

From the above table it is interpreted the number of respondents Very comfortable responses are 69.75. Average responses are 29.01. Not comfortable responses are 1.23.

INFERENCE

Majority (69.75) comfort and convenience respondents are from very comfortable.

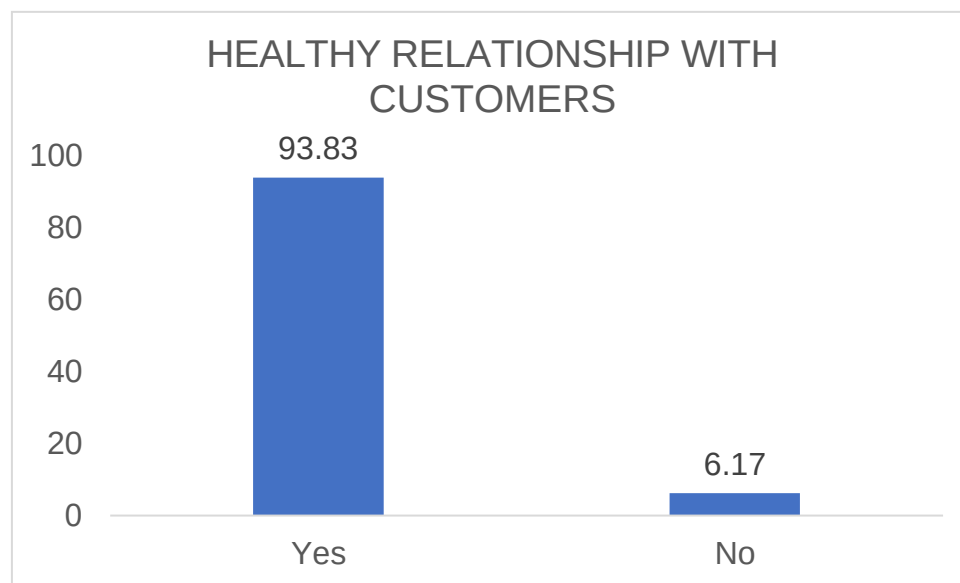
TABLE 4.1.15 CUSTOMER RELATIONSHIP

S.NO	Particulars	No of responses	percentages
1	Yes	152	93.83
2	No	10	6.17
TOTAL		162	100

SOURCE OF PRIMARY DATA

FIGURE DIAGRAM 4.1.15

Healthy relationship with customers



INTERPRETATION

From the above table it is interpreted the number of respondents YES responses are 93.83, NO responses are 6.17.

INFERENCE

Majority (93.83) healthy relationship with customers respondents are from YES.

FINDINGS:

Majority (74.69) of the responses are from male Majority

Majority (54.32) of the responses are from unmarried

Majority (43.21) of the responses are from 25-30.

Majority (84.57) education qualification respondents are from UG

Majority (46.91) profession respondents are from employees

Majority (91.98) purchase your Enfield bike respondents are from showroom

Majority (91.98) purchase your Enfield bike respondents are from showroom.

Majority (48.77) Royal Enfield do you own respondents are from Bullet 500.

Majority (40.74) Income per month respondents are from 15000-20000.

Majority (59.26) Buying other brands respondents are from YES.

Majority (88.27) Complaints lodged respondents are from YES.

Majority (82.72) Fuel consumption respondents are from average.

Majority (50.00) satisfaction level respondents are from Highly satisfied.

Majority (69.75) comfort and convenience respondents are from very comfortable.

Majority (93.83) healthy relationship with customers respondents are from YES.

SUGGESTIONS

From the study it is observed that the brand awareness of the Royal Enfield is the mark. So it suggested that the company should indulge in activities which enhance the brand awareness of the customer. Though Royal Enfield bikes are giving moderate mileage in long distance travelling, the mileage within city limits travelling is less. So the company can try to improve the mileage level, so that the sales can be improved. By improving the after Sales service the satisfaction level of the existing customers can be improved. This can result in recommendation of the brand by the existing customers to prospective customers. The management should ensure that the staffs are trained to service the customer in away that leaves a lasting impression. The organisation should ensure that its systems like quality, performance, service and complaint redressal are designed to achieve excellence and customer delight.

CONCLUSION

It is inferred from the study that if these suggestions are implemented Royal Enfield can place a dominant position in the market as well as in the minds of customers. Brand image of “Royal Enfield” is the most influencing factor to Purchase a Royal Enfield product. And from the year 2011 onwards the sales volume has increased rapidly. Youth is the main customer group, who makes purchase mainly because of the design and performance delivered and new technology used. STANDARD 350 is the most leading model in terms of sales, and its design and performance delivered are the major reasons for that increase in sales. It has become monopoly in the cruiser bike segment in India.

ANNEXURE QUESTIONNAIRE

1. Gender:

- A) Male
- B) Female

2. Marital status:

- A) Married
- B) Unmarried

3. Age:

- A) 18-25
- B) 25-30
- C) 30-50

4. Education:

- A) HSC
- B) SSLC
- C) UG
- D) PG

5. Profession:

- A) Employee
- B) Businessman
- C) Student
- D) Others

6. Which outlet did you prefer to purchase your royal Enfield bike?

- A) Showroom
- B) Used vehicles dealership

7. How did you purchase the bike?

- A) Full cash
- B) Installment payment
- C) Loan / EMI
- D) Gift from parents

8. Which model of royal Enfield do you own?

- A) Bullet 350
- B) Bullet 500
- C) Classic 350
- D) Classic 500

9. Income per month?

- A) Less than 15000
- B) 15000-20000
- C) 20000-25000
- D) 25000-30000
- E) 30000& above

10. Did you consider other motorcycles brands before buying the royal Enfield bike?

- A) Yes
- B) No

11. Do you agree that company act's towards the complaints lodged by the customers?

- A) Yes
- B) No

12. What is the rate of fuel consumption for Royal Enfield bike?

- A) Low
- B) Average
- C) High

13. How you rate for your satisfaction level with respect to after sales service of your royal Enfield bike?

- A) Highly satisfied
- B) Satisfied
- C) Dissatisfied

14. When it comes to comfort and convenience the Royal Enfield bike is?

- A) Very comfortable
- B) Average
- C) Not comfortable

15. What is the one thing you want to improve in Royal Enfield bike?

- A) Speed
- B) Mileage
- C) Look
- D) No need to change

16. who influenced you to buy Royal Enfield bike?

- A) Friends
- B) Family
- C) Dealers
- D) Others

17. Do you think Royal Enfield establishes a healthy relationship with customers?

- A) Yes
- B) No

18. According to your opinion what can be done to improve Royal Enfield Bikes sales in local markets?

- A) Advertise more
- B) Provide better service
- C) Improve quality
- D) Should reduce prices
- E) No need to improve

19. How do you perceive offerings of royal Enfield to be that of?

- A) Performance motorcycle
- B) Easy to maneuver
- C) Premium

20. Give your suggestions to improve our incentives methods to motivating employee—

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