

“A STUDY ON CONSUMER SATISFACTION OF ROYAL ENFIELD WITH SPECIAL REFERENCE TO PAAVAI ENGINEERING COLLEGE”

Mrs M BHARANI ESWARI ¹, ELAVARASAN M²

¹Assistant Professor, Department of MBA, Paavai Engineering College, Namakkal, Tamilnadu,

²PG Student, Department of MBA, Paavai Engineering College, Namakkal, Tamilnadu, India

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. The 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 ,Royal Enfield are the popular brands in the Two wheeler automobile industry. In this back drop the study has been undertaken to study the satisfaction level of the customers towards Royal Enfield two wheelers in palani taluk.

Keywords: Customer Satisfaction, Royal Enfield

1.INTRODUCTION

. It is being hard to please the present day customers. The market conscious society turned smarter and more priced conscious and in turn more demanding and less forgiving. They checkout the competitors with similar or at times even better offers. So the challenge is not to produce for customers, any firm could do it. The real challenge is to produce delighted customers and more importantly loyal customers Customers are the king and without satisfying their needs none can exist in the corporate impression, awareness and consciousness about a company on its offerings. Customer perception is typically affected by advertising, reviews, public relation, social media, personal experience and other channels. By way of analyzing customer perception we can clearly understood how much a firm treats its customers, what is the quality of their products, is it capable to serve the dynamic needs of customers, The Study report deals with the analysis of customer perception conducted among customers of Royal Enfield who purchased different brands Royal Enfield.

The present study is based on the Preference of Cadbury Chocolate and nestle chocolate among the Consumers. It represents the sample survey of 50 respondents to find out the preference or perception of Cadbury production in most areas. 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.

2.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

2.1 Sample size

The sample size in the study is 105.

2.2 Statistical tools

- Simple percentage method
- Chi-square test

PERCENTAGE METHOD

This method is used to compare two or more series of data, to describe the relationship or the distribution of two or more series of data. Percentage analysis test is done to find out the percentage of the response of the response of the respondent. In this tool various percentage are identified in the analysis and they are presented by the way of Bar Diagrams to have better understanding of the analysis.

$$\text{Percentage} = \frac{\text{No. of Respondent}}{\text{Total Respondents}} \times 100$$

CHI-SQUARE TEST

A chi-square test is a statistical test used to compare observed results with expected results. The purpose of this test is to determine if a difference between observed data and expected data is due to chance, or if it is due to a relationship between the variables you are studying.

$$\text{Chi-square} = \frac{(O-E)^2}{E}$$

E

3.DATA ANALYSIS AND INTERPRETATION

1) AGES OF RESPONDENTS

TABLE NO - 3.1

AGES OF RESPONDENTS

Particulars	Number of respondents	%
18-24	78	91
25-34	5	9
35-44	0	0
45-54	0	0
54-64	0	0
Above 65	0	0
Total	83	100

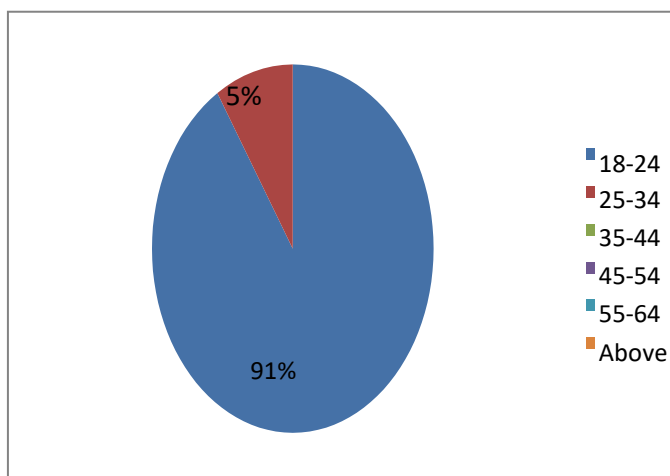
(Source: Primary Data)

INTERPRETAION

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.

CHART NO-3.1

AGES OF RESPONDENTS



2) GENDER OF RESPONDENTS

TABLE NO-.3.2

GENDER O RESPONDENTS

Particulars	Number of respondents	%
Male	68	82
Female	22	18
Total	83	100

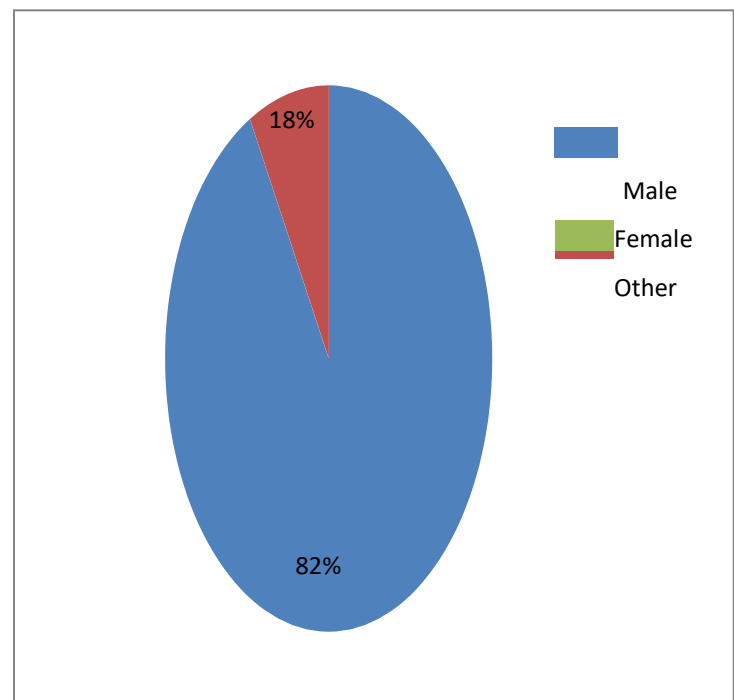
(Source: Primary Data)

INTERPRETATION:

The above table it is clear that 18% of the respondents are female riders, and 82% of respondents are male riders.

CHART NO-3.2

GENDER OF RESPONDENTS



3) MODEL OF ROYAL ENFIELD USED BY REPSONDENTS

TABLE NO - 3.3

4) BUYING INTEREST OF RESPONDENTS

MODEL OF ROYAL ENFIELD USED BY RESPONDENTS

Particulars	Number of respondents	%
Meteor	0	0
Interceptor 650	8	6
Continental GT	9	8
Himalayan	30	26
Classic	20	36
Bullet	12	17
Thunderbird	4	7
Total	83	100

Source: Primary data

INTERPRETATION:

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

CHART NO - 3.3

MODEL OF ROYAL ENFIELD USED BY RESPONDENTS

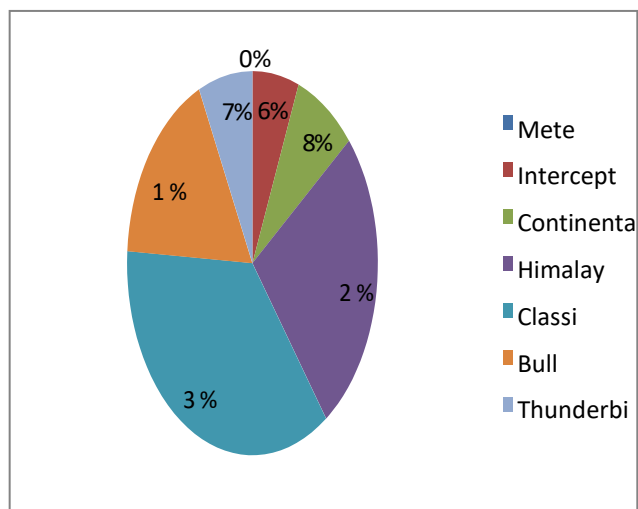


TABLE NO - 3.4
BUYING INTEREST OF RESPONDENTS

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

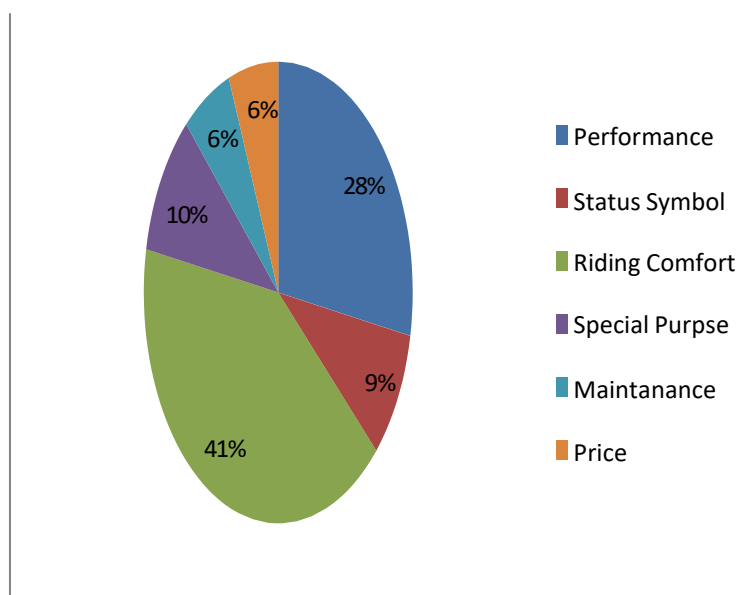
Source: Primary data

INTERPRETATION:

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.

CHART NO - 3.4

BUYING INTEREST OF RESPONDENTS



5) SOURCE OF INFORMATION

TABLE NO - 3.5
SOURCE OF INFORMATION

Particulars	Number of respondents	%
Social media	35	23
Newspaper	0	2
Friends/Relative	40	56
Advertisement	8	19
Total	83	100

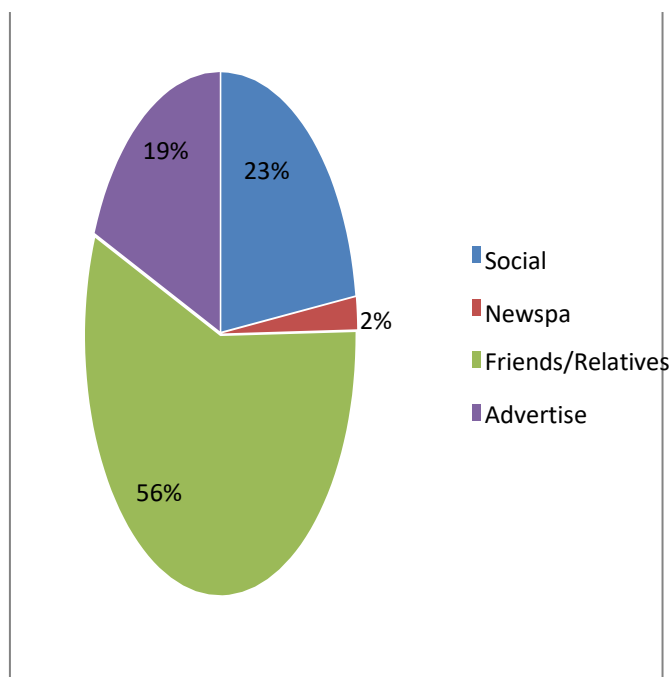
Source: Primary data

INTERPRETATION

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.

CHART NO - 3.5

SOURCE OF INFORMATION



6) OPINION ON PRICE

TABLE NO -3.6

OPINION ON PRICE

Particulars	Number of respondents	%
Expensive	36	13
Affordable	47	87
Cheap	0	0
Total	83	100

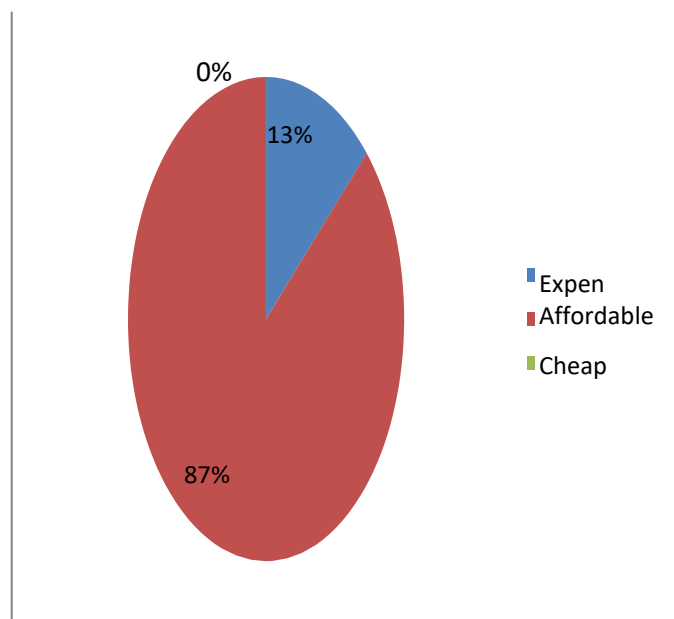
Source: Primary data

INTERPRETATION

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.

CHART NO - 3.6

OPINION ON PRICE



7) PURPOSE OF BIKE

TABLE NO - 3.7

PURPOSE OF BIKE

Particulars	Number of respondents	%
Daily Basis	48	66
City Touring	20	19
Stunt/Race	1	2
Off Roding	14	13
Total	83	100

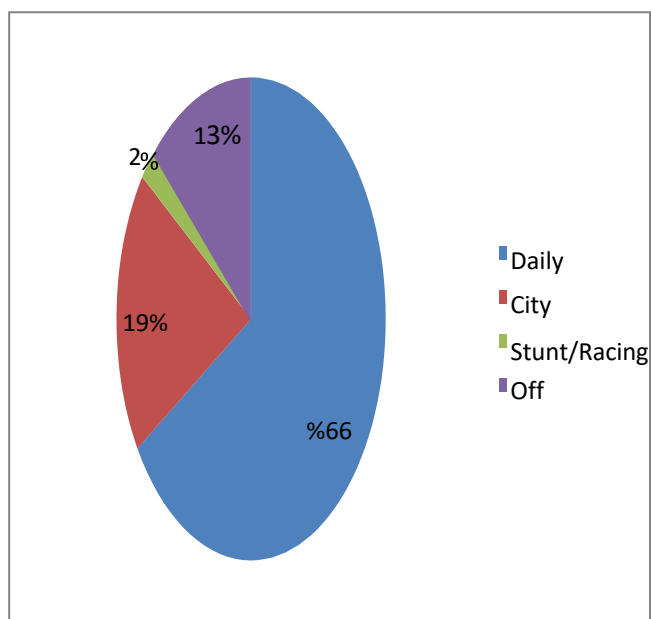
Source: Primary data

INTERPRETATION

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

CHART NO - 3.7

PURPOSE OF BIKE



8) MOST LIKED FEATURE

TABLE NO - 3.8

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

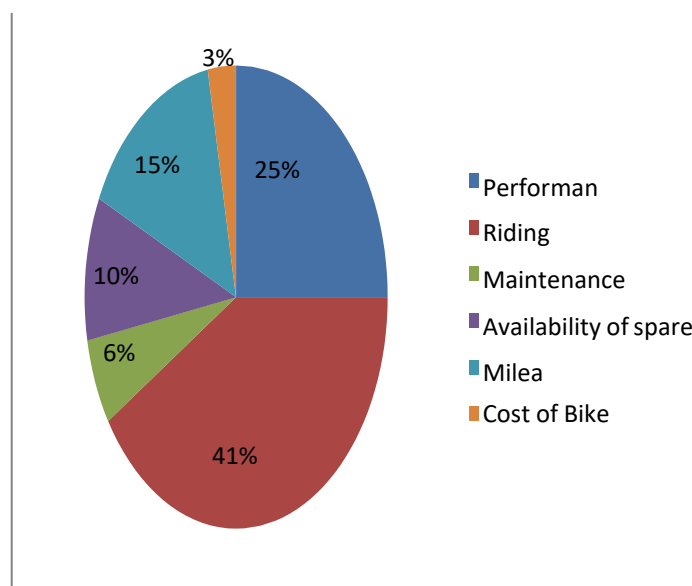
Source: Primary data

INTERPRETATION

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%).

CHART NO - 3.8

MOST LIKED FEATURE



9) SATISFACTION OVER FUEL EFFICIENCY

TABLE NO - 3.9

SATISFACTION OVER FUEL EFFICIENCY

Particulars	Number of respondents	%
Highly Satisfied	7	13
Satisfied	56	49
Neutral	13	25
Unsatisfied	5	9
Highly Unsatisfied	2	4
Total	53	100

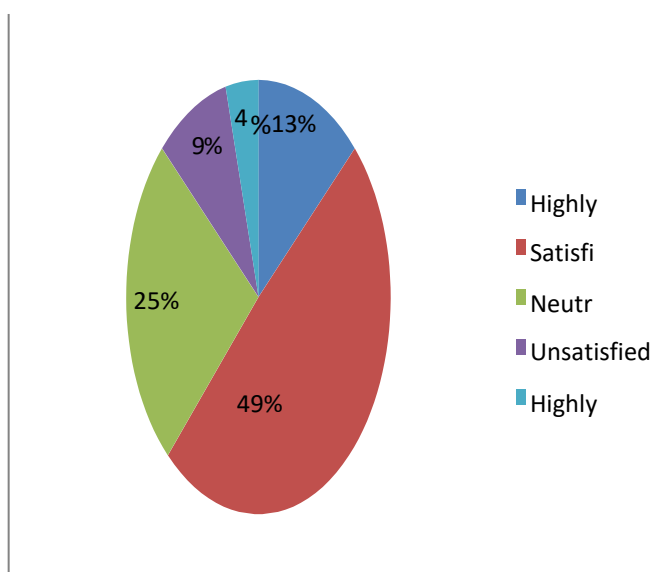
Source: Primary data

INTERPRETATION

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.

CHART NO - 3.9

SATISFACTION OVER FUEL EFFICIENCY



10) OPINION ON MARKET PRICE

TABLE NO - 3.10

OPINION ON MARKET PRICE

Particulars	Number of respondents	%
High	15	19
Medium	68	81
Low	0	0
Total	83	100

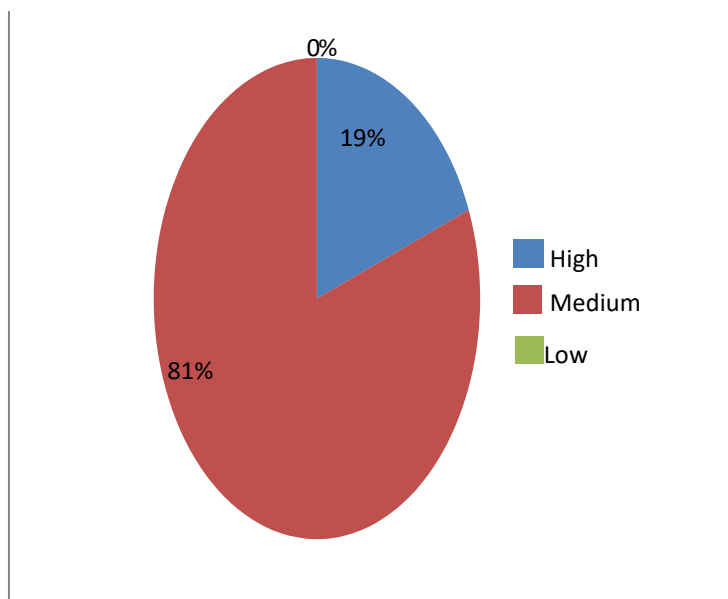
Source: Primary data

INTERPRETATION

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

CHART NO - 3.10

OPINION ON MARKET PRICE



11) OPINION ON AFFORDABILITY OF SERVICE CHARGES

TABLE NO - 3.11

OPINION ON AFFORDABILITY OF SERVICE CHARGES

Particulars	Number of respondents	%
Yes	59	64
No	24	36
Total	53	100

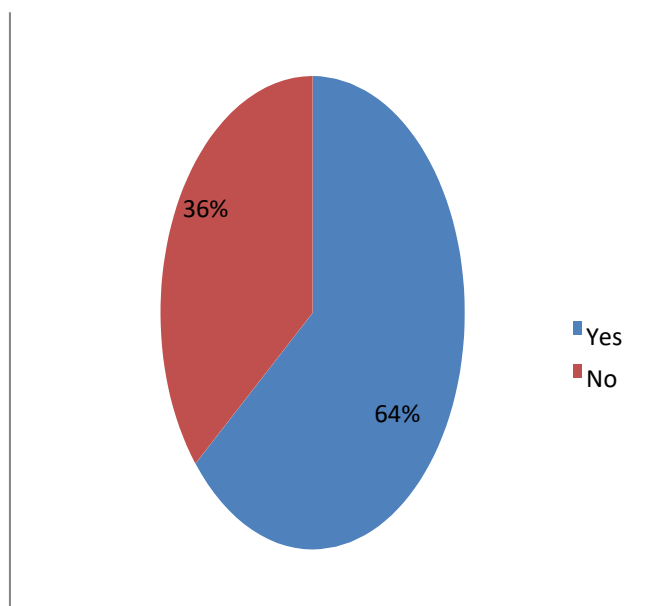
Source: Primary data

INTERPRETATION

. 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

CHART NO - 3.11

OPINION ON AFFORDABILITY OF SERVICE CHARGES



12) OVERALL SATISFACTION

TABLE NO - 3.12

OVERALL SATISFACTION

Particulars	Number of respondents	%
Highly Satisfied	13	17
Satisfied	55	62
Neutral	14	19
Unsatisfied	1	2
Highly Unsatisfied	0	0
Total	83	100

Source: Primary Data

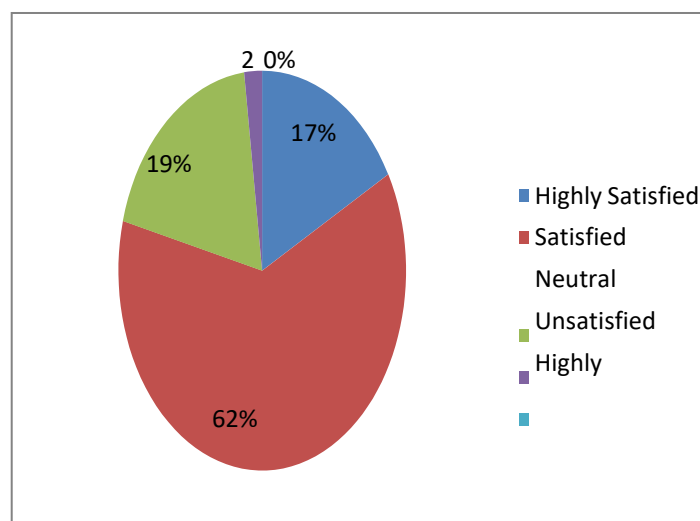
INTERPRETATION

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

INTERPRETATION

CHART NO - 3.12

OVERALL SATISFACTION



13) RELATIONSHIP BETWEEN GENDER AND SETTING YOUR OWN BUSINESS

RELATIONSHIP BETWEEN GENDER AND SETTING YOUR OWN BUSINESS

Gender/Setting our own business	Strongly Agree	Satisfied	Neutral	Unsatisfied	Highly Unsatisfied	TOTAL
MALE	15	16	10	0	0	41
FEMALE	10	14	8	10	0	42
TOTAL	25	30	18	2	0	83

Source: Primary data

NULL HYPOTHESIS

H₀: There is no significant relationship between gender and setting our own business.

ALTERNATIVE HYPOTHESIS

H₁: There is a significant relationship between gender and setting our own business

LEVEL OF SIGNIFICANCE

The level of significance is 5%

TABLE NO - 3.12

CHI SQUARE TEST

O	E	(O-E) ²	(O-E) ² /E
15	12.34	0.0707	0.00572
16	14.81	0.0141	0.00952
10	8.89	0.0123	0.00723
10	12.65	0.0702	0.05549
14	15.18	0.0139	0.09156
8	9.10	0.0121	0.01329
10	5.06	0.0244	0.04822
TOTAL			0.23103

Degree of freedom : $(r - 1)(c - 1)$

: $(2 - 1)(2 - 1)$

: 1

Level of significance : 5%

Table value : 3.841

Calculated value : 0.23103

RESULT

Since the calculated value is less than the table value. So, we accept the null hypothesis (H₀). There is no significant relationship between the gender and respondents way of preferring to get the royal enfield .

4.RESULTS AND DISCUSSION

4.1 FINDINGS

- It is inferred that most of the Royal Enfield users are youths. Adults and aged people do not prefer Royal Enfield Bike.
- It is inferred that majority males are customers of Royal Enfield bike and only some females are using it.
- It is inferred that classic is favorite among most of the customers and other models are unable to attract customers.
- Majority of the Royal Enfield users are interested to buy the model because of its riding comfort and performance.
- Majority of the respondents come to know about Royal Enfield through friends and relatives.
- Most of the respondents feel that the price of Royal Enfield is affordable
- 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.
- Interpretations shows that the riding comfort of Royal Enfield bikes is the most liked feature of their bike.
- Majority of the respondents are of the opinion that market price of Royal Enfield is medium.
- Almost all respondents are comfortable with the Riding position.
- It is inferred that large number of respondents are

satisfied about its fuel efficiency.

- It is inferred that majority of the respondents are of the opinion that Royal Enfield bikes are suitable for long rides.
- More than half of the respondents are satisfied with the resale value of Royal Enfield bike. 46
- Most of the respondents prefer their bikes to be serviced from other dealers.
- .It is inferred that most of the people are satisfied with the affordability of service charges.
- It is inferred that most of the people get Timely delivery.
- .It is inferred that majority of the respondents are recommending Royal Enfield bike to others.
- .Majority of the respondents rated good for overall performance.
- .Majority of the respondents are satisfied with the overall satisfaction.

4.2 SUGGESTIONS

- o 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.
- o 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.
- o 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.
- o 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.
- o 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. 47
- o 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.

- o 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.

4.3 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 they 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.

5. REFERENCES

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