

A Study on Customer Preference and Overall Sales Service Satisfaction of Royal Enfield Bikes in South Chennai

Mr. Vishnu.K

MBA (Marketing and Finance) Student, Reg.No:43410249,
School of Management Studies,
Sathyabama Institute of Science and Technology, Chennai, TamilNadu.

Dr. Yamuna.D

Assistant professor
School of Management Studies,
Sathyabama Institute of Science and Technology, Chennai, TamilNadu.

ABSTRACT

The motorcycle industry in India has seen remarkable growth over the years, with brands like Royal Enfield continuing to maintain a strong and loyal customer base. This study aims to explore the preferences of customers and their overall experience with Royal Enfield's sales and service in South Chennai. The research focuses on understanding key aspects that influence customer satisfaction, purchasing decisions, and long-term brand loyalty. To gain valuable insights, a structured survey was conducted among existing Royal Enfield owners as well as potential buyers to assess their expectations, preferences, and concerns regarding the brand. Several crucial factors, such as product quality, pricing, dealership interactions, after-sales service, and overall brand perception, were analyzed to determine their impact on customer behavior. Furthermore, this study takes a closer look at demographic patterns, including gender distribution and occupational backgrounds, to understand how different consumer groups approach the process of purchasing a motorcycle. By carefully analyzing the survey responses and conducting an in-depth market analysis, this research aims to highlight the most significant factors that contribute to customer satisfaction and brand loyalty. Ultimately, the study provides a clear and comprehensive understanding of the various elements that influence consumer choices when it comes to purchasing Royal Enfield motorcycles in South Chennai.

Keywords: Motorcycle industry, Royal Enfield, South Chennai, customer preferences, sales, service, satisfaction, brand loyalty, survey, purchasing decisions, product quality, pricing, dealership, after-sales service, demographics, market analysis.

INTRODUCTION

Royal Enfield, a long-standing and iconic motorcycle manufacturer, is widely recognized for its classic design, high-quality construction, and strong brand loyalty. Over the years, the company has built a distinct identity in the mid-sized motorcycle market, attracting riders who seek a perfect blend of heritage, performance, and rugged appeal. Known for their robust design, powerful engines, and vintage aesthetics, Royal Enfield motorcycles hold a special place in the hearts of enthusiasts. However, customer opinions on product quality vary—while some riders appreciate

the bikes for their durability and reliability, others raise concerns about issues such as engine vibrations, maintenance requirements, and occasional mechanical problems. Despite these mixed perceptions, Royal Enfield continues to be a dominant force in the motorcycle industry, thanks to its timeless appeal and strong emotional connection with riders. This study aims to explore customer preferences, purchasing behavior, and overall satisfaction with the sales and service experience of Royal Enfield motorcycles in South Chennai. The research will examine various factors such as brand perception, pricing, after-sales service, and dealership interactions, which play a crucial role in shaping customer experiences. Additionally, customer feedback regarding maintenance support, response times, and overall service quality will be analyzed to gain a deeper understanding of their expectations and concerns. By evaluating these aspects, the study seeks to identify areas where Royal Enfield can enhance its customer service to further strengthen its market position. The brand enjoys a devoted following due to its strong emotional appeal, thrilling riding experience, and cultural significance. Enthusiasts admire Royal Enfield motorcycles for their road presence and suitability for long-distance touring. The company, originally established in 1901, launched its first motorcycle in India in 1955 and has since become one of the oldest and most well-known motorcycle manufacturers. With a reputation for power, stability, and a rugged appearance, Royal Enfield has consistently upgraded its bikes to meet customer expectations and adapt to evolving market trends. Given this continuous evolution, the primary focus of this study is to analyze customer perspectives on Royal Enfield motorcycles, particularly in terms of product quality and after-sales service. By understanding how customers perceive the brand and its offerings, this research aims to determine the impact of these perceptions on brand loyalty and overall market competitiveness. The insights gathered will provide valuable recommendations for improving Royal Enfield's sales and service experience, ensuring long-term customer satisfaction and continued success in the Indian motorcycle market.

STATEMENT OF THE PROBLEM

As the two-wheeler market in India continues to grow and evolve, Royal Enfield faces increasing challenges in keeping up with changing market trends and customer expectations. Established in 1948, Royal Enfield introduced the iconic Bullet, a motorcycle that has retained a prestigious position in the market for decades. Over the years, the brand has built a strong reputation for its classic design, powerful performance, and rugged appeal, attracting a loyal customer base. However, with the rise of new competitors, advancements in motorcycle technology, and shifting consumer preferences, it has become crucial for Royal Enfield to continuously improve its products and services to maintain its market dominance. The company must ensure that its motorcycles provide a satisfying ownership experience, meeting the evolving needs of both new and existing customers. This includes addressing concerns related to product quality, riding comfort, maintenance, after-sales service, and overall value for money. If customers feel dissatisfied with any aspect of the brand, it could impact Royal Enfield's reputation and long-term success. Therefore, the primary objective of this research is to analyze the levels of customer satisfaction among Royal Enfield owners in India, with a particular focus on South Chennai. By understanding customer expectations, pain points, and areas of improvement, the study aims to provide insights that can help Royal Enfield enhance its products and services, ensuring that it continues to remain a top choice for motorcycle enthusiasts in an increasingly competitive market.

RESEARCH METHODOLOGY

To conduct a comprehensive study on small business pricing strategies, a structured research methodology is essential. One of the primary methods used in this study is "surveys", which help gather direct information from small business owners and managers. These surveys focus on key areas such as pricing challenges, business expansion goals, and overall operational strategies. By collecting responses from multiple businesses, the study can identify common patterns, concerns, and expectations that influence pricing decisions. Surveys provide first-hand data that reflect real-world challenges, making them a valuable tool in understanding how small businesses set and

adjust their pricing models based on market conditions and customer demand.

Another important approach in this study is case studies, which allow for a detailed examination of specific small businesses. By analyzing individual businesses, including their history, challenges, successes, and future expansion plans, the research can provide in-depth insights into how pricing strategies have evolved over time. Case studies offer real-world examples of how different businesses have tackled pricing-related issues and adjusted their strategies to remain competitive. Additionally, data analysis using secondary sources, such as government reports, business publications, and university research, helps validate findings by comparing them with industry trends and broader economic data. This analysis ensures that the research is well-supported by reliable and previously established information.

Another crucial research method is field observation, which involves directly studying the operations, challenges, and decision-making processes of small businesses in their natural environment. Observing how businesses interact with customers, adjust pricing, and respond to market fluctuations can provide valuable insights that surveys and case studies may not fully capture. Additionally, experimental designs can be used to analyze the impact of different pricing policies or interventions on business growth and performance. By testing different strategies in controlled environments, the research can assess which approaches are most effective in improving profitability and customer retention. Combining these methodologies ensures a well-rounded understanding of small business pricing strategies, helping business owners make informed decisions to enhance their competitiveness in the market.

OBJECTIVES OF THE STUDY

- To discover customer preferences and requirements for product development
- To determine how satisfied customers are with the product as a whole
- To determine how satisfied customers are with the sales service as a whole
- To build and maintain strong relationships with customers for product development
- To identify areas where the product and service can be improved

LITERATURE REVIEW

This study highlights that customer satisfaction is crucial for the success of any business. It emphasizes that a customer's overall experience with a product or service determines their level of satisfaction. The findings stress the importance of continuously monitoring and managing customer satisfaction to ensure long-term business growth and a loyal customer base.

This research focuses on the automotive industry and compares the after-sales service quality of Suzuki with that of its competitors. It highlights that Suzuki has built a strong reputation for providing high-quality service and reliable products. The study further emphasizes that excellent after-sales service plays a critical role in keeping customers satisfied and maintaining brand loyalty.

This study explores how working women in rural India perceive two-wheelers. It suggests that due to rising incomes, there is an increased demand for high-quality motorcycles. The findings indicate that rural women place a high priority on product quality, durability, and reliability when selecting a two-wheeler for their daily use.

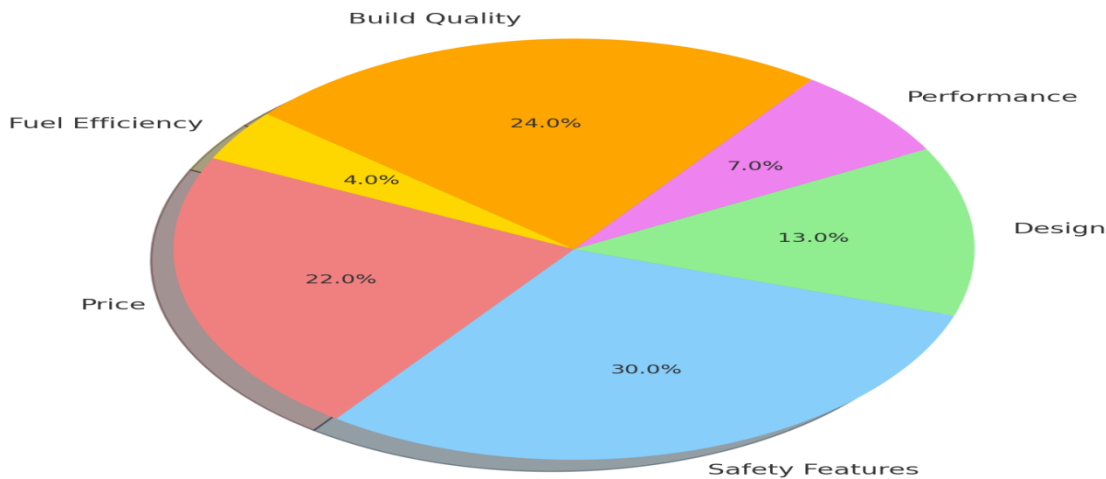
This research identifies multiple factors that impact customer preferences and satisfaction when it comes to Royal Enfield motorcycles. It reveals that personal choices, socio-cultural influences, and psychological factors play a major role in customers' decisions to purchase Royal Enfield bikes over other brands. The study highlights that emotional

attachment to the brand and its heritage often influences consumer behavior.

This study examines the relationship between after-sales service and customer satisfaction in the two-wheeler industry. Based on a survey of 280 individuals, the research utilizes the Kano model to analyze how different aspects of after-sales service impact customer satisfaction. The findings confirm that strong after-sales service, quick response times, and efficient customer support significantly contribute to higher overall satisfaction levels.

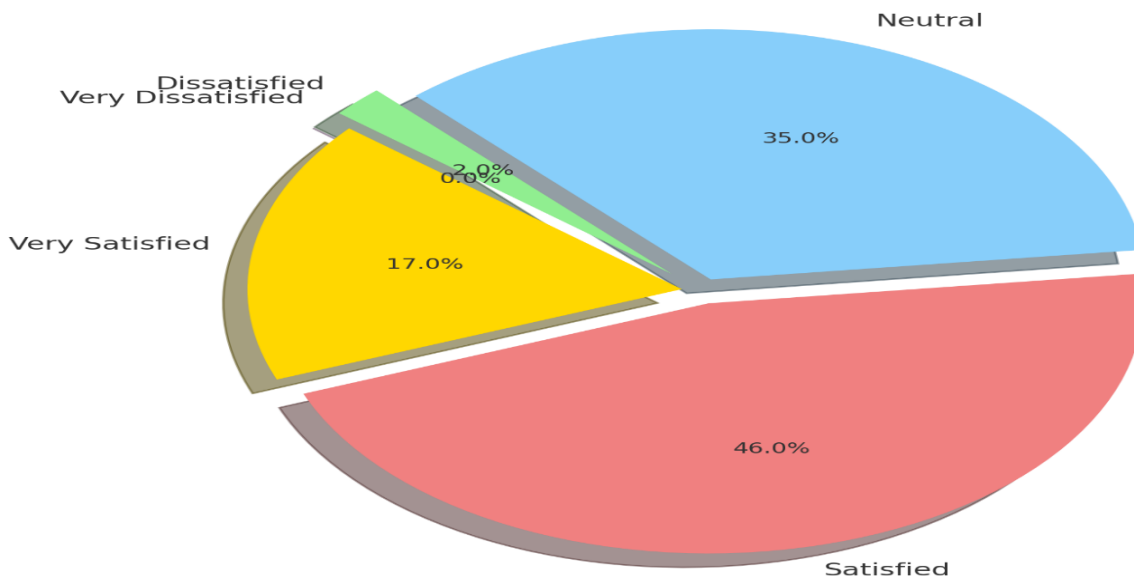
PARTICULARS	RESPONDENTS	PERCENTAGE
FUEL EFFICIENCY	4	4%
PRICE	22	22%
SAFETY FEATURES	30	30%
DESIGN	13	13%
PERFORMANCE	7	7%
BUILD QUALITY	24	24%

Customer Preference for Royal Enfield Bikes



PARTICULARS	RESPONDENTS	PERCENTAGE
VERY SATISFIED	17	17%
SATISFIED	46	46%
NEUTRAL	35	35%
DISSATISFIED	2	2%
VERY DISSATISFIED	NIL	NIL

Customer Satisfaction Levels for Royal Enfield Bikes



FINDINGS

- The features that attract customers towards Royal Enfield Motorcycles are the safety features (30%), build quality (24%), price (22%), design (13%), performance (7%) and fuel efficiency (4%) respectively.
- The satisfaction level in overall sales service provided by Royal Enfield compared with the educational qualification(profile) of the customers are 46% are satisfied,35% are neutral, 17% are very satisfied and only 2% of the people are dissatisfied with the overall after sales service of Royal Enfield respectively.

OVERVIEW OF THE STUDY

1. Understanding Royal Enfield's Market Position in South Chennai

The study examines how Royal Enfield is perceived in the South Chennai market, assessing its strengths, weaknesses, and overall standing compared to competitors.

2. Analyzing Customer Expectations and Purchasing Behavior

The research investigates the key factors influencing customer decisions, such as pricing, performance, features, design, and the emotional appeal of owning a Royal Enfield bike.

3. Evaluating Customer Experience and After-Sales Service

The study focuses on dealership support, service center response times, maintenance costs, and overall customer satisfaction with Royal Enfield's after-sales services.

4. Assessing Long-Term Customer Retention and Brand Loyalty

By analyzing why customers continue to choose Royal Enfield, the study identifies the major factors that contribute to long-term brand loyalty and repeated purchases.

5. Identifying the Critical Factors Impacting Customer Satisfaction

The research examines issues like pricing, maintenance services, spare parts availability, dealership interactions, and overall ride quality to determine their impact on customer satisfaction.

6. Understanding Competitive Challenges in the Motorcycle Industry

Royal Enfield's position is compared with that of competing brands like Jawa, KTM, Honda, and Yamaha, identifying areas where the company needs to improve to stay ahead.

7. Providing Insights for Business Growth and Market Expansion

The study provides data-driven recommendations to help Royal Enfield expand its presence in South Chennai, attract new customers, and strengthen its foothold in the market.

8. Offering Recommendations for Future Product and Service Improvements

Based on customer feedback, the research suggests improvements in motorcycle design, engine performance, technological features, and after-sales service to enhance the overall customer experience.

KEY BENEFITS

1. Understanding Customer Preferences for Royal Enfield Bikes

The study identifies the key features that customers prioritize when purchasing Royal Enfield motorcycles, such as design, performance, comfort, fuel efficiency, and brand reputation.

2. Assessing Customer Satisfaction in Sales and After-Sales Service

It evaluates how satisfied customers are with their buying experience, dealership interactions, and after-sales services, helping to improve overall service quality.

3. Enhancing Customer Retention and Strengthening Brand Loyalty

By understanding customer needs and addressing their concerns, Royal Enfield can build stronger relationships with buyers and ensure repeat purchases.

4. Identifying and Addressing Issues in After-Sales Service

The study highlights customer concerns related to maintenance, spare parts availability, and service quality, allowing Royal Enfield to improve its after-sales services.

5. Providing Insights for Better Market Expansion Strategies

The research findings help Royal Enfield refine its marketing strategies, target new customer segments, and expand its presence beyond South Chennai.

6. Contributing to Product Development and Innovation

By understanding customer expectations, Royal Enfield can introduce design improvements, enhance features, and improve the overall quality of its motorcycles.

7. Building a Stronger Brand Reputation and Increasing Customer Trust

Addressing customer pain points and ensuring a better ownership experience will enhance Royal Enfield's reputation and foster greater customer loyalty.

8. Helping in Competitive Market Positioning and Strategy Formulation

The study provides insights on Royal Enfield's standing in comparison to competitors and helps in developing strategies to maintain and grow its market share.

MAJOR OBSTACLES

1. Difficulty in Collecting Reliable Customer Feedback

Some customers may refuse to participate in surveys, while others might provide biased or inconsistent opinions, affecting the accuracy of the research findings.

2. Diverse Customer Expectations Across Different Segments

Young riders, touring enthusiasts, and daily commuters have varying needs, making it challenging to analyze a single pattern of preferences for Royal Enfield motorcycles.

3. High Costs of After-Sales Service and Maintenance

Many customers express dissatisfaction with expensive spare parts, high maintenance costs, and service delays, which can negatively impact overall satisfaction.

4. Intense Competition from Other Motorcycle Brands

Competitors like Jawa, KTM, Honda, and Yamaha offer motorcycles with advanced features, making it harder for Royal Enfield to retain its customers.

5. Impact of External Economic Factors on Customer Decisions

Inflation, fuel price hikes, and economic slowdowns can influence purchasing decisions and affect Royal Enfield's market performance.

6. Inconsistent Service Quality Across Dealerships

The service experience varies from one dealership to another, leading to customer dissatisfaction due to delays, poor communication, or lack of professionalism.

7. Rapidly Changing Market Trends and Consumer Preferences

The motorcycle industry evolves quickly with new technologies and trends, requiring Royal Enfield to adapt continuously to remain relevant.

8. Recurring Performance-Related Customer Concerns

Some customers report issues like excessive vibrations, engine overheating, and frequent maintenance requirements, which can impact Royal Enfield's brand reputation over time.

SUGGESTIONS FOR ENHANCING ROYAL ENFIELD BIKES' CUSTOMER PREFERENCE AND SALES SERVICE SATISFACTION IN SOUTH CHENNAI

1. Enhancing After-Sales Service Quality and Reducing Maintenance Costs

Royal Enfield should focus on improving service center efficiency by ensuring faster repairs, affordable spare parts, and skilled mechanics. A well-structured service process will lead to increased customer satisfaction and brand loyalty.

2. Expanding Customer-Centric Pricing and Financing Options

Offering attractive EMI plans, flexible financing options, and special discounts for loyal customers will make Royal Enfield bikes more accessible. Lowering upfront costs can encourage more buyers and improve overall sales.

3. Improving Dealership Experience and Customer Interactions

Dealerships should prioritize professional and transparent customer service, including hassle-free test rides, clear communication on pricing, and faster resolution of complaints. A positive dealership experience builds trust and long-term brand loyalty.

4. Upgrading Motorcycle Performance and Features Based on Customer Feedback

Addressing common concerns such as engine vibrations, fuel efficiency, and ride comfort by integrating modern features like digital instrument clusters, enhanced suspension systems, and smoother engine technology will make the bikes more competitive.

5. Expanding Service Centers and Ensuring the Availability of Spare Parts

Establishing more service centers across South Chennai and making spare parts easily available at affordable prices will resolve customer frustrations. A wider service network ensures that customers receive timely and efficient maintenance support.

6. Strengthening Customer Engagement Through Digital and Offline Channels

Engaging with customers through social media, mobile apps, and interactive feedback forums can help Royal Enfield understand and address customer concerns. Organizing offline events such as riding clubs and workshops will create a strong community bond.

7. Conducting Regular Market Research to Adapt to Changing Preferences

Regular customer surveys, competitor analysis, and feedback collection will help Royal Enfield stay ahead of market trends. Understanding evolving customer expectations will allow the brand to introduce relevant improvements and innovations.

8. Introducing Customization Options and Special Edition Models

Offering factory customization services, exclusive color variants, and limited-edition models can attract bike

enthusiasts looking for uniqueness. Personalized options will increase customer interest and make Royal Enfield stand out in the market.

CONCLUSION

The study on Royal Enfield motorcycle customer preferences and overall sales service satisfaction in South Chennai provides valuable insights into the factors that influence purchasing decisions and customer satisfaction levels. Safety features emerged as the top priority for buyers, with 30% of respondents considering them the most important aspect, followed closely by build quality at 24%. Other key considerations included price, design, performance, and fuel efficiency, indicating that customers value a combination of durability, aesthetics, and cost-effectiveness in their purchase decisions. While 46% of respondents expressed satisfaction with Royal Enfield's sales and service, a significant 35% remained neutral, highlighting a crucial opportunity for improvement, particularly in after-sales support. This suggests that the availability of spare parts, service quality, and cost-effective maintenance play a major role in shaping customer satisfaction and long-term brand loyalty. Addressing these concerns by streamlining dealership interactions, ensuring faster service response times, and enhancing the affordability and accessibility of spare parts could significantly enhance the customer experience. Furthermore, leveraging data-driven marketing strategies can help Royal Enfield better understand and cater to evolving customer preferences, enabling the brand to maintain its stronghold in the South Chennai market. By focusing on continuous improvement in both product features and service quality, Royal Enfield can strengthen its competitive position, increase customer retention, and solidify its reputation as a trusted and preferred motorcycle brand.

REFERENCES

1. Xu, L. U., Blankson, C., & Prybutok, V. (2017). Relative contributions of product quality and service quality in the automobile industry.
2. Mr. Faisal T. Research Scholar, M-Phil (2014), 'A Study on Customer Perception towards Royal Enfield with special Reference to Malappuram District 155N 2320-5504, E-ISSN-2347-4703
3. Krishnan Santana R (2007), "the issue and future of the two wheeler industry Two-Wheeler Industry in India An Introduction, Hyderabad, the ICFAI University Press, PP 57-69
4. Kanaka Rathinam R (2013), "A study on customer's preference towards Royal Enfield Motorbikes in Coimbatore city, International Journal of Advanced Research in Business Management and Administration, Vol. 1. No. 1, pp 1-7
5. Omesh Chandra (2011). "The study on consumer buying behavior towards bikes" International Journal of Research in Finance and Marketing, Volume 1, Issue 2. June 2011.86-101
6. Mrs. G. Murali Manokari (2013), "A Study on Customer's Preference towards Royal Enfield Motorbikes in Coimbatore City, Tamil Nadu International Journal of Advanced Research in Business Management and Administration volume 1, Issue 1. Pp 2, dec 2013 ISR Journals and Publications.
7. Dr Debasis Tripathy (2016), "A Study on Consumer Satisfaction of Two-Wheeler Bikes Assistant Professor, Joseph School of Business Studies, Sam Higginbottom University of Agriculture, Technology

and Sciences International Journal of Engineering and Management DOI 10.13140/RG 2 2 14567 85929
Research, Volume-4 Issue-4.

8. Ms. Ameer Asra Ahmed (2013), "A Study on Customer Satisfaction Level of Royal Enfield Bullet, International Journal of Business and Administration. Research Review, Vol. 1, Issue 7, E-ISSN-2347-856X, ISSN-2348-0653.