

A Study on Customer Satisfaction of Royal Enfield with Special Reference to Coimbatore City

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Abstract

“In this study, we aim to explore and analyze the factors influencing customer satisfaction towards Royal Enfield motorcycles. Through surveys and interviews, we will examine aspects such as product quality, after-sales service, brand image, and overall customer experience. The findings will provide valuable insights for Royal Enfield to enhance customer satisfaction and loyalty.”

INTRODUCTION

1.1 INTRODUCTION TO THE STUDY:

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. 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 Coimbatore city.

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 Coimbatore city.

1.3 The 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 Coimbatore city.

1.4 Objectives of the study:

- To identify the satisfaction level of products and services offered by Royal Enfield with special reference to Coimbatore city.
- To know the performance, quality, affordability and purchase behavior of Royal Enfield with special reference to Coimbatore city.
- 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 Coimbatore city.

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.

Nature of study:- The study is descriptive in nature.

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 Coimbatore city 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.

Sources of data

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

Secondary data is collected from magazines, newspapers, etc.

Tools for analysis:

In order to analyze the Customer preference of respondents, the following tables of analysis were used to obtain the various objectives of the study

(i) PERCENTAGE ANALYSIS

Percentage refers to a special kind of ratio percentages are used in making comparing between preferences, awareness and satisfaction with various other factors.

Observed data Percentage = * 100

Sample size

1.7 Limitations of study

- The study was confined to Coimbatore city; 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.

CHAPTER-II

REVIEW OF LITERATURE

1) **Omesh Chandra (2011)**, “A study of Customer buying behavior towards bikes”. The main theme of the study is to the rapid changing perception of Customers towards power segment bikes to study the satisfaction level of Customers, 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.

2) **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.

3) **Dr Debasis Tripathy (2016)**, “A Study on Customer Satisfaction of Two Wheeler Bikes”, it studies the satisfaction level of Customers, 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 Customers 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.

CHAPTER III

PROFILE OF THE ROYAL ENFIELD

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 were near to where you wanted to go then the next best thing were a stagecoach paddle steamer. No one, except the very rich, could get from their own housetop 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.

CHAPTER-IV

ANALYSIS AND INTERPRETATION:

Analysis and Interpretation are closely related. Interpretation is not possible without analysis and without interpretation analysis has no value. Hence the term analysis is widely used to refer both analysis and interpretation.

Reader's satisfaction is an important element of marketing function which decides the profitability of any concern. In this chapter an attempt is made to analyze the main factors influencing the purchase decision of the respondents in the study area. For the purpose of the analysis, variables are classified into two important strata viz., dependent variables and independent variable. The independent variables used in the study are age, sex, educational status, occupation, and income of the respondent, size of the family and awareness of the sample respondents. The study uses both primary as well as secondary data; primary data was collected through field survey method. For collecting the data questionnaire was used as a main tool. The data thus collected were tabulated systematically in an orderly form. Simple statistical tools like percentage analysis were employed.

Particulars		Frequency	Percentage
Age 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
Gender of Respondents	Male	49	92
	Female	4	8
	Meteor	0	0

Model of Royal Enfield usedby Respondents	Interceptor 650	3	6
	Continental GT	4	8
	Himalayan	14	26
	Classic	19	36
	Bullet	9	17
	Thunderbird	4	7
Buying Interest of Respondents	Performance	27	28
	Status symbol	9	9
	Riding comfort	40	41
	Special purpose	10	10
	Maintenance cost	6	6
	Price of bike	6	6
Source of Information	Social media	12	23
	Newspaper	1	2
	Friends/Relatives	30	56
	Advertisement	10	19
Opinion on Price	Expensive	7	13
	Affordable	46	87
	Cheap	0	0
Purpose of Bike	Daily Basis	35	66
	City Touring	10	19
	Stunt/Race	1	2
	Off Roding	7	13
Most Liked Feature	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
Opinion on Market Price	High	10	19
	Medium	43	81
	Low	0	0
Comfort of Riding Position	Yes	53	100
	No	0	0
	Highly Satisfied	7	13

Satisfaction over fuel efficiency	Satisfied	26	49
	Neutral	13	25
	Unsatisfied	5	9
	Highly Unsatisfied	2	4
Suitable for long rides	Yes	47	89
	No	1	2
	Maybe	5	9
Opinion about resale value	Excellent	10	19
	Good	33	62
	Average	10	19
	Below Average	0	0
	Poor	0	0
Preferred service dealers	Urban Loco mote	7	13
	Arya Bhangy	0	0
	S K Motors	0	0
	Coimbatore Motors	8	15
	Other	38	72
Opinion on affordability of service charges	Yes	34	64
	No	19	36
Timely delivery	Yes	36	68
	No	17	32
Recommendation of model	Yes	50	94
	No	3	6
Overall performance	Poor	2	4
	Below Average	2	4
	Average	7	12
	Good	30	57
	Excellent	12	23
Overall Satisfaction	Highly Satisfied	9	17
	Satisfied	33	62
	Neutral	10	19
	Unsatisfied	1	2
	Highly Unsatisfied	0	0
	Total	53	100

CHAPTER-V

FINDINGS, SUGGESTION, 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.
12. More than half of the respondents are satisfied with the resale value of Royal Enfield bike.
13. 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.
14. It is inferred that most of the people get Timely delivery.
15. It is inferred that majority of the respondents are recommending Royal Enfield bike to others.
16. Majority of the respondents rated good for overall performance.
17. 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 center is 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 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.

REFERENCE

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