



A STUDY ON CUSTOMER SATISFACTION TOWARDS BIKES OF ROYAL ENFIELD IN VILLUPURAM TOWN

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Abstract

Customer Satisfaction is very important factor to be considered in new product development or doing modifications in the available product in the market. The present study aims in determining the customer satisfaction towards the Royal Enfield in Villupuram Town. The researcher seeks to collect information from the respondents in the usage patterns and preference of the respondents who are using Royal Enfield bikes which consists of brand image, awareness, prestige and satisfaction level about the product. By way of analyzing the customer satisfaction we can clearly understand how much a firm should adopt customer needs, quality of their products and customer satisfaction about their product. Royal Enfield is an automobile company that deals in manufacturing of motorcycles. Royal Enfield first sold its bike in 1949 in India, in 1955 India's own manufacturing unit started. In 1955, Redditch company and Madras Motors came together and formed Enfield India. Presently Royal Enfield company is a subsidiary of Eicher.

Keywords:

Customer Satisfaction, Royal Enfield advertisement, Purchase decision.

Introduction:

Customer satisfaction is defined as a measurement that determines how happy customers are with a company's products, services and capabilities. An organizations main focus must be to satisfy its customers and increase its sales, for this it is important to understand the voice of the customer which provides detailed insights as to what their customers want and better tailor their services or products and in turn help the business improve or change its products and services. Customers are the important concept in marketing. 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 was the name under which the Enfield Cycle Company made motorcycles, bicycles, lawnmowers and stationary engines. The legacy of weapons manufacture is reflected in the logo, a cannon, and their motto "Made like a gun, goes like a bullet". Use of the brand name Royal Enfield was licensed by The Crown in 1890. The original Redditch, Worcestershire based company was sold to NortonVilliers-Triumph (NVT) in 1968. Royal Enfield produced bicycles at its Redditch factory until it closed in early 1967. The company's last new bicycle was the 'Revelation' small wheeler, which was released in 1965. Production of motorcycles ceased in 1970 and the company was dissolved in 1971. In 1956 Enfield of India started assembling Bullet motorcycles under licence from UK components, and by 1962 were manufacturing complete bikes. Enfield of India bought the rights to use the Royal Enfield name in 1995. Royal Enfield production, based in Tiruvottiyur, Chennai, continues and Royal Enfield is now the oldest motorcycle brand in the world still in production with the Bullet model enjoying the longest motorcycle production run of all time. In May 2013 a new assembly facility was started at Oragadam, Chennai.

Review of Literature:

- **Ms. Ameer Asra Ahmed (2013)**, “A Study on Customer Satisfaction Level of Royal Enfield Bullet” this article has given information about both perception and satisfaction towards Royal Enfield bikes. The Royal Enfield bikes are most preferred by middle aged and younger generation dominated by male. Their perception towards bike is muscularity, strong performance, mileage, and status. Royal Enfield bikes and its parts are available everywhere. So Royal Enfield is preferred more and chosen more than other bikes.
- **Sr. Sony Mariya (2018)**, “Customer satisfaction level towards royal Enfield bikes” this study has shown about the preference of Royal Enfield bikes. It was found that the ultimate users of these bikes are students who want to maintain image and also to be comfortable. It is found that sound (important for bullets) is lower than old models so they have to maintain quality models. It is the most preferred bike in India and also it has many loyal customers especially young generations. So, we can say perception of customer on purchase of Royal Enfield bikes is good or we can say excellent.
- **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 Dharmapuri district.
- **SR Sony Mariya & Dr. K Amutha (2018)**, in their study about “Customer satisfaction level towards royal Enfield bikes (with special reference to Coimbatore city)”, stated that This study is to analyze the customer satisfaction, towards Royal Enfield bikes in Coimbatore city. The objective of the study helps to know demographic factors, buying behavior, of the customers. This study is about the preference for the Royal Enfield and it is done through questionnaires from the customers. The tools and techniques used were simple percentage, chi-square. The achieved result of the study reveals that ultimate users

are the students who uses Royal Enfield Bike and most of the respondents prefer Royal Enfield due to company image and comfortable. The company must improve their mileage, model and colour in their Royal Enfield Bike

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

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 “**A Study on Customer Satisfaction Towards Royal Enfield in Villupuram Town**”.

Objective of the study:

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

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 Villupuram Town**”.

Limitations of the study:

However we tried our best in collecting the relevant information for our research report, yet there are always some problems faced by the researcher.

The prime difficulties which we faced in collection of information are discussed below:

- The Time period for carrying out the research was short as a result of which many facts have been left unexplored.
- Lack of time and other resources as it was not possible to conduct survey at large level.
- Only 50 respondents have been chosen which is a small number, to represent whole of the population.
- The study was constrained only to Villupuram city. A more intensive study would be necessary to arrive at exact conclusion.

Research 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.

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.

Sampling Design:

The research was designed to achieve the above mentioned objectives and the following tools were used to collect the required data.

Sampling Method:

A sample is considered during the research when the size of the population is very large and a set is chosen to represent the whole population, this set is called a sample is a representative of the population under study.

PERIOD OF STUDY:

The Period of the Study is 6 months period for customer satisfaction towards Royal Enfield.

Sampling Frame:

The sample frame represents the groups of respondents that were contacted during the survey it also represents the profession of the respondents that were connected for data.

Sampling Technique:

To carry out this project Convenience technique has been used.

Sample Size:

The Total sample size for the data collection for the research was 50 respondents.

Tools for Data Collection:

Structured Questionnaires were the tools for data collection. The Questionnaire was neatly designed and constructed for the purpose in line with the objective of the study.

DATA ANALYSIS AND INTERPRETATION:**TABLE 1: Ages of Respondents**

AGE GROUP	NO OF RESPONDENTS	PERCENTAGE
18-24	25	50
25-34	15	30
35-44	7	14
45-54	3	6
55-64	0	0
ABOVE 64	0	0
TOTAL	50	100%

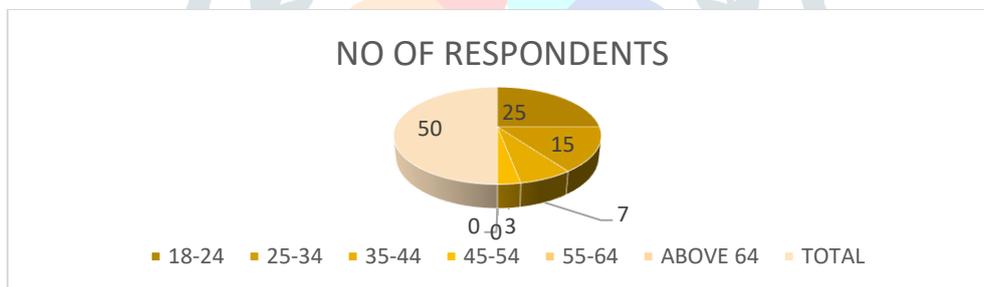
(Source: Primary Data)

Interpretation:

From the table it is clear that out of 50 respondents, 50% of respondents between the ages 18-24. 30% of the respondents are between of age group 25-34. 14% of the respondents are between of age group 35-44. 6% of the respondents are between age group 45-54. There are no respondents for the rest of age between 55 till 64. From this data it is clear that more number of respondents are between of the age group of 25-34.

Inference:

Majority (50%) of the Respondents are in the age group of 18-24 Years.

**TABLE 2: Buying Interest of Respondents**

PARTICULARS	NO OF RESPONDENTS	PERCENTAGE
PERFORMANCE	10	20
STATUS SYMBOL	5	10
RIDING COMFORT	30	60
SPECIAL PURPOSE	5	10
MAINTENANCE	0	0
PRICE	0	0
TOTAL	50	100

(Source: Primary Data)

Interpretation:

From the above table, 20% of people are interested to buy this model due to its Performance, 10% of its Status symbol, 60 % of its Riding comfort, 10% for special purpose, There is no respondent for maintenance and Price. From this data it is clear that more number of respondents are interested to buy this model because of its Riding comfort.

Inference:

Majority (60%) of the Respondents Are interested to buy this model because of Riding Comfort.

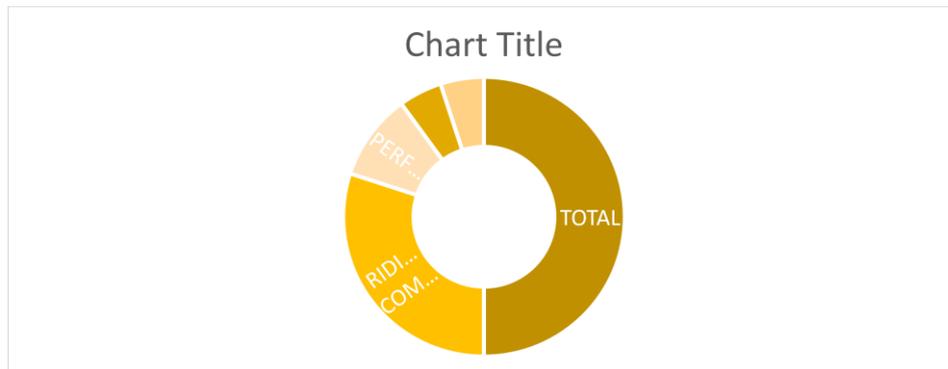


TABLE 3: The Table shows on the basis of respondents which company two wheeler have:

PARTICULARS	NO OF RESPONDENT	PERCENTAGE
METEOR	0	0
INTERCEPTOR 650	0	0
CONTINENTAL GT	20	40
HIMALAYAN	5	10
CLASSIC	10	20
BULLET	3	6
THUNDERBIRD	12	24
TOTAL	50	100

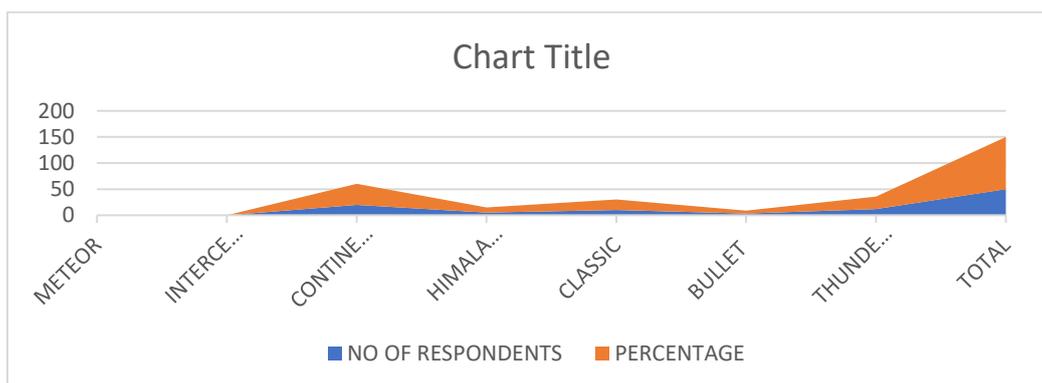
(Source: Primary Data)

Interpretation:

From the above table, 40% of customers have Royal Enfield Continental GT, 10% of customers have Himalayan, 20% of customers have Classic, 6% of customers have Bullet, 24% of customers have Thunderbird and none of them have Royal Enfield Meteor and Interceptor 650.

Inference:

Majority (40%) of the Respondents have Continental GT BIKE.



Findings:

- Majority (50%) of the Respondents are in the age group of 18-24 Years.
- Majority (60%) of the Respondents Are interested to buy this model because of Riding Comfort.
- Majority (40%) of the Respondents have Continental GT BIKE.

Suggestions:

- The price of Royal Enfield is very high when compared to competition. the company has will established can provide some gifts and discounts to the customers.
- The dealer is also required to provide discount on cash purchase.
- The company also tries to give certain offers to the dealer so as improve his efficiency in the selling the Royal Enfield products which other company also give to their dealer.

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 Continental GT. 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 Off Roding. Customers are satisfied with the affordability of service charges and timely delivery. Majority of the respondents are satisfied with the overall performance and the do recommend Royal Enfield Bikes to others. From

this project it is identified that, most of the customers are satisfied with the Royal Enfield bikes.

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