



“A STUDY ON CUSTOMER SATISFACTION TOWARDS ROYAL ENFIELD BIKES, DELHI- NCR”

Piyush Raj

Galgotias University, Greater Noida

Abstract

In the modern era, the customer is the centre of all marketing activity, and all market participants are vying for their attention. Customer happiness is essential to a company's success. Products and services have been branded for centuries to set them apart from those made by competing manufacturers. What makes a company attractive to financiers. Royal Enfield is a well-known company that produces bicycles and motorcycles. Two-wheeler owners in Palani Taluk were surveyed to find out how happy they were with their recent Royal Enfield purchases.

Keywords. Royal Enfield, Customer Satisfaction, Sales, Bike

INTRODUCTION FOR SALE

Marketing entails studying the market, selling products or services to customers, and promoting these activities to boost sales. It produces a foundational approach to marketing, corporate communication, and business expansion. It's a multi-stage strategy for helping businesses grow loyal

customer bases and increase profits for everyone involved.

Sales is the engine that drives customer acquisition, customer satisfaction, and customer loyalty. When a company's focus shifts to its operations, marketing management rises to the top of the priority list. Over the past couple to three centuries, sales have emerged to meet demand in maturing markets and new marketplaces spawned by supernatural forces. In order to maintain profitability, businesses must shift their attention from production to the needs and wants of their customers.

According to the marketing concept, satisfying the needs of one's target market is essential to achieving one's organization's goals. To succeed, a business must provide products and services that customers want and need before they even know they want or need them.

When discussing a company's marketing strategy, the term "nature" is used to describe the company's outlook on its product or service from the perspective of the target market. The increasing number of shoppers

over time has caused a dramatic shift in marketing strategies.

MODERN METHODS Some of the most up-to-date strategies in marketing include relationship marketing that focuses on the customer, marketing to companies or industries rather than individual businesses, and marketing to the public good in the context of local communities. E-marketing, online marketing, search engine marketing, desktop advertising, and affiliate marketing are all names for the same type of internet-based promotion. It's an attempt to enhance the familiar advertising classification system.

CUSTOMER ORIENTATION

Producing items that customers are willing to pay a premium for is essential to a manufacturer's bottom line in a free market economy. As a result, it is crucial to regularly gauge client interest in order to ensure the firm's continued viability and expansion. Most companies today place a premium on maintaining a good reputation among their clientele or in the marketplace. This shows that the company values its clientele and adjusts its services accordingly. Customer-focused, market-shifting, and product-innovating are the three primary approaches.

It's crucial to prioritise customers' wants and needs when crafting a marketing strategy. No strategy can succeed unless it is informed by feedback from the target audience. From its price to its features, everything about a product's presentation on the market is driven by consumer demand. In any business transaction, the customer comes first. This approach has been taken because it makes little sense to spend money on research and development for building supplies that most people can't afford. Many products have been successful despite technological advancements.

SIVA (Solution, Information, Value, and Access) is the official methodology of customer-centric

marketing. The programme is a client-focused, four-pronged revision of classic PS. The SIVA model is an alternative to the standard 4Ps (product, price, place, and promotion) framework for analysing market demand and customer satisfaction.

Problem-solving in relation to the product

Price, price, price

Place That's Conveniently Located

Details of the Proposal

If any of the four Ps of marketing are flawed or missing, it poses a risk to the company and the emergence of new competitors in the market, which could reduce consumer demand for the company's products.

REVIEW OF LITERATURE

Analytical Outcome

Client Pleasure

Customer satisfaction is the level to which a company's clientele are pleased with that firm's offerings and performance. The results of customer satisfaction surveys and ratings can provide valuable insight into how a business can enhance or modify its offerings. The term "consumer behaviour" is used to describe how people decide what products and services to buy and use to meet their essential wants and needs. Some of the factors that affect customer satisfaction are product quality, price, service or fairness, and product features.

"A person's feeling of pleasure or disappointment, which resulted from comparing the perceived performance or outcome of a product against his/her expectations," as defined by Philip Kotler.

Influencing aspects of customers' happiness

The consumer's decision to make a purchase can be affected by a variety of factors, including the shopper's own personality, social and cultural background, and the economy.

Aspects of a Person's Mind

Motive, perception, learning, attitude, and belief are just some of the many psychological factors that play a role in consumer choice. Organisations can boost sales and pique consumers' interest in their services by appealing to their rational, emotional, and psychological needs. Every consumer has a unique perspective that is shaped by their unique set of life experiences, beliefs, and character traits. Therefore, understanding consumer purchasing patterns is essential for commercial success.

As a whole, the findings reveal that brand perception, product quality, price, healthiness, and

Customer happiness is impacted by product quality.

Individual Variables

Age, profession, financial stability, and way of life are all individual factors in consumer behaviour. As time goes on, consumers alter their preferences in terms of what they buy. The state of the economy and one's line of work also play major roles in shaping consumer preferences. A wealthy person opts to spend their money on high-priced goods and services. Conversely, someone with limited financial resources is more likely to opt for low-priced goods and services.

Another important determinant of consumer buying behaviour is consumers' way of life. A person's lifestyle is an outward manifestation of their personal values and the values of the society in which they live.

Aspects of Society

In every community, there are a variety of people with unique preferences when it comes to making purchases. A person's purchasing habits can be influenced by their immediate social circle, which includes their family, friends, and acquaintances. A person's personality develops and changes in response to the influences of the people around them. As a result, people's purchasing behaviour is heavily influenced by their social circles.

Cultural Considerations

Understanding a person's requirements and actions requires an appreciation of their culture. Values, perception, behaviour, and preference are largely learned from the people and the common behaviours of the culture beginning at an early age. The values and beliefs of one group are transmitted to the next through the generations. Consumer wants and behaviours are shaped by cultural factors, which are the learned values and perceptions of consumers. Consumers in this sample, aged 17 to 24, are influenced not only by the groups to which they already belong, but also by the groups to which they aspire to belong (inspirational groups).

OBJECTIVES OF THE STUDY

1. Think about why people choose to purchase a Royal Enfield motorcycle. Knowledge of the many factors (Service, bike performance, mile, etc.) that affect a customer's experience after making a purchase. Identifying the barriers that stop a buyer from purchasing a bullet. Explain why you've settled on a Bullet as your regular mode of transportation. Make a successful marketing strategy to advertise the new Royal Enfield product. Customer satisfaction with the bicycles and service provided should be evaluated.

RESEARCH DESIGN

INTRODUCTION

India, the United States, Europe, Australia, and other countries all rank among the top ten markets for Royal Enfield bicycles. Since 1949, Indians have been able to purchase Royal Enfield motorcycles. In 1955, the Indian government provided motorcycles to its police and military for use in border

patrol. It appears that only the Royal Enfield motorcycle has been around for three centuries and is still manufactured today. The company's offerings have grown, and so has its target demographic.

STATEMENT OF THE PROBLEM

A company's ability to evolve and expand in tandem with its clientele depends on the satisfaction of its clientele. Keeping an existing customer happy is much easier, cheaper, and requires less effort than acquiring new ones. This is due to the increased effort required to identify prospective new customers. Here, the study subjects are actual paying customers. Only by providing superior service to their customers can a company hope to expand their bottom line. So, if you want to serve your customers well, you should lower your prices and increase your marketing efforts.

LOT OF RESEARCH

This research looks at customer feedback and how well-known the Royal Enfield brand is. Due to the small sample size (75 people), only a subset of customers' perspectives are taken into account. Because it was only carried out in the DELHI-NCR region, the scope of this study was restricted.

PERFORMANCE DEFINITIONS

A company's customers include anyone who has ever purchased or used its goods or services and anyone who might do so in the future. In business, "customer satisfaction" refers to the degree to which a company's products and services live up to the expectations of its target market. "the

number of consumers or the percentage of total customers whose information is reported with the company, its products, or its services (ratings), that exceed the stipulated satisfaction standards" is how we define customer satisfaction here at Bright Hub.

A respondent is someone who gives input after being asked for it.

The target should be reasonable and reachable given the constraints of time and resources.

A rigid two-wheeled vehicle, also known as a bicycle.

Profits made by selling one's services or goods for cash.

RESEARCH METHOD

Each stage of the study will detail what comes next in a methodical fashion. The following steps are discussed in an effort to help the user develop a more nuanced understanding of the buyer's journey when purchasing a bicycle.

Given the high concentration of Bullet users in the DELHI-NCR region, the initial stage can be carried out entirely within the area of operation.

The second group is accompanied by seasoned bicyclists who have made names for themselves in the Bullet scene.

The third section involves interviewing a subset of respondents via questionnaire while keeping time and resource constraints in mind.

DATA COLLECTION TOOLS

The primary intervention in this study was the collection of Basic Information, which provided the study's most crucial findings. Therefore, additional information was collected to guarantee an accurate reading.

- Primarily descriptive information - Store and showroom visits for Royal Enfield bikes were made to guarantee customer satisfaction. Using a streamlined questionnaire, I was able to collect feedback from customers who sought assistance with their bikes at retail locations. I have also called some customers whose numbers I found in the store's local data registry. They were interviewed along with the showroom staff and Royal Enfield employees who assisted me in writing the Research Report.

The second phase of data collection involves looking through print and digital media for information on the two-wheeled industry in India. Reading numerous publications and books on the topic helped as well, providing insight into the industry as a whole.

SAMPLE MAKING

Each step of the research process represents an integral part of the overall mechanism of operation. It included extra measures designed to get the user to think more broadly and deeply about their bike purchase. Keeping in mind the riders' time and budget, I devised a similar set of questions for riders who ride other motorcycles rather than Bullets. It was a sampling procedure, and the results were subjective.

Sample Size	75
Technique of Sampling	Random Sampling is a convenient sampling method
The location where the samples were taken	DELHI-NCR city

PLAN OF ANALYSIS

- A questionnaire was used to collect the primary raw data. The raw data is entered into a table for further processing. The tables are used not only for translation but also to record the concept, analysis, and assumptions. This information is used to create visual aids that aid in the interpretation of the research images; a conclusion and set of recommendations are drawn after the collection of assumptions and explanations; the study's goals are continually kept in mind throughout.

LIMITATIONS OF THE STUDY

- The study area is restricted to the DELHI-NCR area. Therefore, the outcome is not transferable to other contexts.

The scope of this study is limited to the organised segment of the motorcycle industry.

Results are based on a random sample of respondents; however, the sample size is limited to 75 due to time and budgetary constraints. Information provided by respondents is not guaranteed to be correct due to the potential lack of sensitivity on the part of some respondents. Nonetheless, the best possible information has been gathered.

We only ask basic, non-identifying questions in our interviews. Therefore, respondents may be biased or hypocritical; • The project is at the undergraduate level, and the student lacks the necessary knowledge and experience to be competent.

CONCLUSION

The survey helped Royal Enfield dealerships find out how satisfied their customers are with the brand. If not, what factors are keeping buyers from being completely satisfied, and how can that situation be rectified?

We can assume that the target demographic for Royal Enfield is comprised primarily of young and middle-aged male professionals, with some college students, and that the majority of users are in this age range. Customers are drawn to the recently produced Classic 350/500, and a wide selection of Royal Enfield motorcycles is readily available to them.

Royal Enfield motorcycles have a low cost per mile, and most buyers prefer to purchase their new bike from a dealer where they know they will be able to find replacement parts. Royal Enfield needs to concentrate on reaching out to customers through advertising.

Customers are very pleased with Royal Enfield because of its speed, acceleration, comfort, safety, and after-sale support.

Every Royal Enfield owner is a die-hard fan, and the company obviously keeps a close eye on customer feedback to keep quality high.

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