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A STUDY ON CUSTOMER SATISFACTION TOWARDS ROYAL ENFIELD IN TIRUPUR CITY

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ABSTRACT
Customer satisfaction plays a vital role in determining the success and sustainability of automobile brands in a competitive market. The motorcycle industry in India has witnessed significant growth, with premium bike segments gaining increasing popularity among consumers. Royal Enfield, one of the most iconic motorcycle brands owned by Eicher Motors, has established a strong presence in the premium motorcycle market through its distinctive design, performance, and brand heritage. This study aims to analyze the level of customer satisfaction towards Royal Enfield motorcycles among users in Tiruppur city. The research focuses on various factors influencing customer satisfaction, including product quality, performance, mileage, comfort, service quality, brand image, and after-sales service. The study is based on primary data collected through a structured questionnaire distributed among Royal Enfield customers in Tiruppur, along with secondary data obtained from journals, websites, and company reports. The findings highlight the overall satisfaction level of customers and identify key aspects that influence their purchase decision and loyalty towards the brand. The study provides valuable insights for manufacturers and dealers to improve customer experience and maintain long-term customer relationships in the premium motorcycle segment.

KEYWORDS: *Royal Enfield, Customer Satisfaction, Premium Motorcycles, Consumer Experience, Brand Loyalty, After-Sales Service, Product Quality, Tiruppur City, Two-Wheeler Industry*

INTRODUCTION OF THE STUDY

The automobile industry plays a vital role in the economic growth and development of a country. Motorcycles are one of the most widely used modes of transportation because they are convenient, affordable, and suitable for daily commuting. In recent years, the demand for motorcycles has increased significantly due to urbanization, changing lifestyles, and improved purchasing power of consumers. Among the various motorcycle brands available in the market, Royal Enfield has established a strong reputation for its powerful performance, classic design, and premium quality.

Royal Enfield motorcycles are widely known for their unique style and strong brand image. The company has been producing motorcycles for many years and has gained a loyal customer base across India. Models such as Classic, Bullet, Meteor, and Himalayan are popular among riders who prefer comfort, performance, and long-distance riding. The brand is often associated with durability, heritage, and a premium riding experience.

Customer satisfaction is an important factor for the success of any business organization. It refers to the level of satisfaction experienced by customers after purchasing and using a product or service. In the competitive automobile market, companies must focus on understanding customer expectations and providing high-quality products and services to maintain customer loyalty. When customers are satisfied, they are more likely to recommend the brand to others and continue purchasing the product.

Tirupur city is one of the rapidly developing industrial cities in Tamil Nadu, where motorcycles are commonly used for transportation. Royal Enfield motorcycles have gained significant popularity among the people of Tirupur due to their stylish design, powerful engine, and brand reputation. However, customer satisfaction may depend on several factors such as price, mileage, comfort, service quality, and overall performance of the motorcycle.

Therefore, this study focuses on analyzing the level of customer satisfaction towards Royal Enfield motorcycles in Tirupur city. The study aims to understand the opinions and experiences of Royal Enfield users and identify the factors that influence their satisfaction level. The results of the study will help in understanding customer expectations and provide useful suggestions for improving customer satisfaction.

REVIEW OF LITERATURE

1.Kotler and Keller (2016)

Philip Kotler and Kevin Lane Keller explained, “A customer satisfaction concept plays an important role in the success of the company. Customer satisfaction occurs when the performance of the product meets or exceeds the customer's expectations.” The factors which influence customer satisfaction in the automobile industry include the quality of the product, price, and brand image.

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The authors highlighted the importance of understanding customer expectations and delivering high value to the customer in order to build long-term relationships with the customer.

2. Oliver (2014)
According to the study done by Richard L. Oliver, customer satisfaction occurs when the performance of the product or service is compared with the customer's expectations. If the performance of the product or service exceeds the customer's expectations, then the customer will be highly satisfied with the product or service. The factors which influence customer satisfaction in the automobile industry include the performance of the vehicle, durability, and comfort. The satisfied customer will recommend the product or service to others and will buy the product or service in the future.

3. Parasuraman, Zeithamal and Berry(2015)
A. Parasuraman, Valarie A. Zeithaml, and Leonard L. Berry proposed the SERVQUAL model to measure service quality and customer satisfaction. The research indicated that dimensions of service quality such as reliability, responsiveness, assurance, empathy, and tangibility are significant factors for measuring customer satisfaction. In the automobile industry, after-sales services, the availability of parts, and support from dealers are significant factors for measuring customer satisfaction.

4. Churchill and Surprenant(2013)
Gilbert A. Churchill Jr. and Carol Surprenant conducted research on the relationship between product performance and customer satisfaction. The research concluded that product performance is a significant factor for measuring customer satisfaction. In the motorcycle industry, factors such as engine performance, fuel efficiency, and comfort are significant factors for measuring customer satisfaction.

RESERCH METHODOLOGY
Research Methodology means the scientific method or process followed for the purpose of carrying out the research. Research methodology encompasses the methods, techniques, and procedures followed for the collection, analysis, and interpretation of the data in the research study. Research methodology helps the researcher to follow the process of the research in an efficient and effective way. It helps the researcher to ensure the reliability, precision, and success of the research process.

METHODS OF DATA COLLECTION
Data collection is an essential part of the research process. It is defined as "the process of gathering information from various sources to fulfill the objectives of research."
For this research study, data has been collected through two methods:

Primary
Primary data refers to the data collected directly from respondents for the first time. For this research study, primary data has been collected through a structured questionnaire from the users of Royal Enfield motorcycles in Tirupur city.

Secondary
Secondary data refers to the data collected from existing sources such as books, journals, research articles, company websites, and reports. Secondary data is used to gain knowledge about the research study and to obtain additional data related to customer satisfaction and the automobile industry.

Tools for Data Analysis
After collecting data from respondents, it is essential to analyze and interpret it to obtain meaningful results. For data analysis, various statistical tools are used.
For this research study, the following tools have been used to analyze data:

- Percentage Analysis – to analyze data from respondents.
- Chi-Square Test – to identify the relationship between various variables.
- Tables and Charts – to present data in an understandable format.

DATA INTERPRATION AND ANALYSIS
Hypothesis
H_0: The respondents are equally distributed across Royal Enfield models.
H_1: The respondents are not equally distributed across Royal Enfield models.

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Chi Square Table

Model	Observed (O)	Expected (E)	O-E	$(O-E)^2$	$(O-E)^2/E$
Classic 350	12	10.6	1.4	1.96	0.18
Hunter 350	12	10.6	1.4	1.96	0.18
Himalayan 400	19	10.6	8.4	70.56	6.65
GT 650	3	10.6	-7.6	57.76	5.45
Other	7	10.6	-3.6	12.96	1.22
Total	**53**	**53**			**13.68**

$\chi^2 = 13.68$

Result:
Degree of freedom (df) = **n-1 = 5-1 = 4**
Table value at **5% level = 9.488**
Since **13.68 > 9.488**, the **null hypothesis is rejected**.

Decision
The respondents are **not equally distributed across Royal Enfield models**. This indicates that some models are more preferred than others among the respondents.

FINDINGS

1. Most of the respondents, i.e., 50.9%, fall under the below 21 years of age group, implying that this group of people constitutes the majority of the total sample of the population under study.
2. The majority of the respondents, i.e., 54.7%, are students, followed by business people, i.e., 22.6%, and employed people, i.e., 20.8%.
3. Most of the respondents, i.e., 45.3%, earn below ₹15,000, implying that this group of people constitutes the majority of the total sample of the population under study, belonging to the lower income group.
4. The Himalayan 400 constitutes the majority of the total sample of the population under study, i.e., 35.8%, followed by Classic 350 and Hunter 350, both of which are equally popular, i.e., 22.6%.
5. A majority of the total sample of the population under study, i.e., 37.7%, have been using Royal Enfield.

SUGGESTIONS

1. Royal Enfield should work on increasing the mileage of their bikes to gain more customers and increase customer satisfaction.
2. Royal Enfield can introduce affordable bikes so that customers from various economic groups can buy their bikes.
3. Royal Enfield service centers should work on increasing the speed of their services to reduce the waiting time of their customers.
4. Royal Enfield should ensure that spare parts are easily available in their service centers and dealers.
5. Royal Enfield should reduce or control the cost of their services to reduce the maintenance costs of their bikes.

CONCLUSION

This present study has been carried out to analyze the level of customer satisfaction regarding Royal Enfield motorcycles in Tirupur city. The present study has emphasized the opinions, preferences, and experiences of Royal Enfield users based on various factors. According to the data collected from the respondents and analyzed, it has been observed that the customers are satisfied with Royal Enfield motorcycles. The major reasons why customers are preferring Royal Enfield motorcycles are based on factors such as brand image, style, engine performance, and comfort.

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