A STUDY ON CONSUMER SATISFACTION TOWARDS ROYAL ENFIELD USERS IN COIMBATORE CITY

Muthu Gowtham P1, Mr. P Vimal Kumar2
1Student, Dr. N.G.P Arts And Science College, Coimbatore.
2Assistant Professor (SG), Dr. N.G.P Arts and Science College, Coimbatore-048.

ABSTRACT

The purpose of this study on customer satisfaction will help us to understand the needs & Wants of the customers towards Royal Enfield. The study could provide appropriate and timely information about the position of preference level of customer towards Royal Enfield. As the objectives of this study is to analyze the customer satisfaction and to find out the consumer preference towards the ironic brand Royal Enfield. This study also investigate the services and factors which influence the customers to purchase the Royal Enfield bikes and also identify what customers are expecting from the Royal Enfield. To know about the customer satisfaction and factor which influence the customer's preference in buying decision process. Customer satisfaction is influenced strongly by culture, social, personal and psychological factors. For this purpose, 75 customers were selected and obtained the various responses based on the questionnaire method. By and large it was found that most of the customers are choosing Royal Enfield vehicles because of its Vehicle Appearance, pickup, good models and engine appearance etc.

KEY WORDS: Royal enfield, customer satisfaction,
• The results are limited by the sample size 75 numbers and therefore the opinion of only selected customers is taken into consideration
• Mainly this study is conducted in Coimbatore and the scope is limited.

OBJECTIVES OF THE STUDY
• To understand the reasons for purchasing Royal Enfield bikes.
• To know about the experience after purchase relating various parameters (Service, bike performance, mileage etc).
• To ascertain the barriers to purchasing a Bullet for a prospective customer.
• To ascertain the factors that affects the choice of a Bullet as a motorcycle for common man.
• To propose an effective Promotional campaign plan for brand Royal Enfield.

LIMITATIONS OF THE STUDY
• This research is geographically restricted to Coimbatore city only. Hence the result cannot be extrapolated to other places .
• The study is restricted only to the organized sector of two wheeler industry.
• Sample size was confined to 75 respondents keeping in view of time and cost constraints.
• All interview questions are undisguised or direct. Hence there is a scope for the respondents to be biased or pretentious.
• This project has been taken up at the undergraduate level and the knowledge and experience of the student is limited and hence may not be professional enough.

REVIEW OF LITERATURE
Mrs. R. Kanaka Rathinam (2013) The 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 my most of customers because of appearance, performance, and design.

Mr. FAISAL T (2014) we found out that it was undertaken with the objective of finding out customer’s perception level on Royal Enfield bikes. It is felicitously observed from the study that the most customers of Royal Enfield are highly satisfied in almost all areas offered by Royal Enfield. This study shows that by improving fuel efficiency, service and advertisement and by introducing new models capable to compete with the fresher in the market.

Mrs. G. MURALI MANOKARI (2013) Findings from the study of this literature of research shows how much customer prefers and their satisfaction level towards various aspects 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.

Tools For Analysis
The tools used for analysis are
• Simple percentage analysis.
• Simple average
• Weighted average
• Rank analysis
From the above table it is clear that 44% of the respondents were students pursuing their graduation or post-graduation studies and 28% were professionals. 18% of the respondents were self-employed, 4% were ex-servicemen and 6% belonged to government services. Majority 44% of the respondents are students.

**RESPONDENTS PRESENTLY OWN**

<table>
<thead>
<tr>
<th>MODEL</th>
<th>NO. OF RESPONDENTS</th>
<th>PERCENTAGE</th>
</tr>
</thead>
<tbody>
<tr>
<td>BULLET 500</td>
<td>11</td>
<td>14%</td>
</tr>
<tr>
<td>THUNDER BIRD</td>
<td>7</td>
<td>10%</td>
</tr>
<tr>
<td>BULLET ELECTRA</td>
<td>15</td>
<td>20%</td>
</tr>
<tr>
<td>MACHISMO 500</td>
<td>6</td>
<td>8%</td>
</tr>
<tr>
<td>BULLET 350</td>
<td>16</td>
<td>21%</td>
</tr>
<tr>
<td>CLASSIC 500/350</td>
<td>17</td>
<td>23%</td>
</tr>
<tr>
<td>OTHERS</td>
<td>3</td>
<td>4%</td>
</tr>
<tr>
<td>TOTAL</td>
<td>75</td>
<td>100%</td>
</tr>
</tbody>
</table>

From the above it is clear that 14% of the respondents own Bullet 500, 10% of them own Thunder Bird, 20% of them own Bullet Electra, 8% of them own Machismo 500, 21% of them own Bullet 350 and 23% of them own Classic 500/350. Majority 23% of the respondents are Classic 500/350.
Simple Average

THE MAJOR PROBLEMS AFTER PURCHASING ROYAL ENFIELD BIKE

<table>
<thead>
<tr>
<th>PROBLEMS</th>
<th>NO. OF RESPONDENTS</th>
<th>SIMPLE AVERAGE</th>
</tr>
</thead>
<tbody>
<tr>
<td>HIGH MAINTENANCE</td>
<td>11</td>
<td>0.14</td>
</tr>
<tr>
<td>POOR AFTER SALES SERVICE</td>
<td>7</td>
<td>0.09</td>
</tr>
<tr>
<td>HIGH PRICE</td>
<td>15</td>
<td>0.20</td>
</tr>
<tr>
<td>LOW MILEAGE</td>
<td>8</td>
<td>0.10</td>
</tr>
<tr>
<td>NOISY VEHICLE</td>
<td>3</td>
<td>0.04</td>
</tr>
<tr>
<td>NO PROBLEM</td>
<td>31</td>
<td>0.41</td>
</tr>
<tr>
<td>TOTAL</td>
<td>75</td>
<td>1</td>
</tr>
</tbody>
</table>

It is observed from the above table that 0.14 - of the respondents says high maintenance, 0.09 - of the respondents says poor after sales service, 0.20 – of the respondents says high price, 0.10 – of the respondents says low mileage, 0.04 – of the respondents says noisy vehicle

Majority 0.41- of the respondents says no problem.

Rank Analysis

RANK THE ATTRIBUTES THAT ATTRACT CUSTOMER TOWARDS ROYAL ENFIELD

<table>
<thead>
<tr>
<th>FACTORS</th>
<th>8</th>
<th>7</th>
<th>6</th>
<th>5</th>
<th>4</th>
<th>3</th>
<th>2</th>
<th>1</th>
<th>TOTAL</th>
<th>RANK</th>
</tr>
</thead>
<tbody>
<tr>
<td>Price</td>
<td>67</td>
<td>17</td>
<td>17</td>
<td>11</td>
<td>6</td>
<td>11</td>
<td>15</td>
<td>6</td>
<td>905</td>
<td>5</td>
</tr>
<tr>
<td>Customer support</td>
<td>71</td>
<td>14</td>
<td>8</td>
<td>11</td>
<td>13</td>
<td>12</td>
<td>15</td>
<td>6</td>
<td>893</td>
<td>6</td>
</tr>
<tr>
<td>Comfort</td>
<td>84</td>
<td>11</td>
<td>17</td>
<td>11</td>
<td>10</td>
<td>5</td>
<td>6</td>
<td>6</td>
<td>979</td>
<td>2</td>
</tr>
<tr>
<td>Attractive</td>
<td>72</td>
<td>19</td>
<td>8</td>
<td>9</td>
<td>21</td>
<td>0</td>
<td>15</td>
<td>6</td>
<td>922</td>
<td>3</td>
</tr>
<tr>
<td>Maintenance</td>
<td>84</td>
<td>21</td>
<td>6</td>
<td>17</td>
<td>10</td>
<td>4</td>
<td>4</td>
<td>4</td>
<td>1013</td>
<td>1</td>
</tr>
<tr>
<td>Sound</td>
<td>63</td>
<td>21</td>
<td>12</td>
<td>31</td>
<td>0</td>
<td>2</td>
<td>15</td>
<td>6</td>
<td>920</td>
<td>4</td>
</tr>
</tbody>
</table>

The above table result it is found that Price as 5, Customer support as 6, Comfort as 2, Attractive as 3, Sound as 4.

Majority of them said Maintenance as a rank 1.
It is observed from the above table that 39.20% of the respondents says good Mileage, 32.20% of the respondents says high speed, 33.80% of the respondents says Sound, 37.80% of the respondents says good customer support. The highest mean score is that 40.60% of the respondents says good offers.

FINDING OF THE STUDY

Simple Percentage Analysis

- Here mostly 44% of the respondent’s age is 20 to 29 years.
- Here majority 55% of the respondents were male.
- Here mostly 43% of the respondents were employees.
- Here majority 50% of the respondents were unmarried.
- Here mostly 39% of the respondents education level is Under graduate.
- Here mostly 44% of the respondent’s income is Rs. 10001 – 20000.
- Here mostly 20% of the respondents have 6 to 7 members in their family.
- Here mostly 44% of the respondents using more than 1 year.
- Here majority 60% of the respondents were spending Rs.1000 weekly.
- Here majority 52% of the respondents say sound is reason to royal enfield.
- Here majority 51% of the respondents say Education.
- Here majority 61% of the respondents say Internet facility.
- Here majority 55% of the respondents say Customer support.
- Here mostly 37% of the respondents say attractive offers.

Simple Average Analysis

- Majority 0.20 - of the respondents says High price.
- Majority 0.10- of the respondents says low mileage,
- Majority 0.41 – of the respondent says no problem.
- Majority 0.14- of the respondents says high maintenance

Rank Analysis

- Majority of them said Good maintenance as a rank 1.
- Majority of them said customer support as a rank 6.

SUGGESTIONS

- Aggressive selling- The Company should follow an aggressive selling concept. A non-aggressive selling concept which is clearly visible in its advertising campaign which does not hit on the customer rather aims to provide information in a subtle manner.
- Promotional campaign- The Royal Enfield ads seen on electronic and print media are absolutely out of touch with the Indian culture and thought process. An Indian consumer irrespective of their income level has a soft corner for traditions and culture of India. Hence, all companies including market leaders like Hero Honda and Bajaj capitalize on this behavior of customers and design their ad campaigns keeping India in mind.
- Weak follow up from dealerships- It was observed during the study that Royal Enfield was quite weak in following up with prospective customers.
- Measures should be taken to improve it’s dealership- Showrooms are very small in size and do not reflect the quality and scale of Royal Enfield in the market.
• Should improve the after sales service. During the survey it was found that Royal Enfield is not satisfying all their customers in after sales services, employees at dealership sometimes use harsh words and become.

CONCLUSION

• The study has helped Royal Enfield dealers to understand whether the customers are satisfied or not. If not what are main reasons for dissatisfaction of customer towards the dealer and what are the ways of improving the satisfaction level of customer towards dealer.

• We can conclude younger generation and middle age are more interested in Royal Enfield, the buying behavior is governed predominantly by the need for Power and respect for the iconic Brand and users are mostly Professional Males, 20-35 years of age, including some students. Most of the customers are attracted to newly released Classic 350/500, also customers are easily affording the price of Royal Enfield bikes and customers are very loyal towards the brand Royal Enfield.

• Royal Enfield should concentrate on its advertising campaign to reach the customers, mileage of the Royal Enfield bikes is very economical and most of them prefer to buy their bike brand new from showroom with the spare parts available in market easily.

• Royal Enfield has an excellent satisfaction level within the customer for its power, pick up, comfort, safety and with after sales service.

• It is clear that Royal Enfield checks at the complaints registered by their customers on regular basis to maintain its brand value and entire Royal Enfield owner are passionate Royal Enfield fans.