



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

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### **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 iconic 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,

### **INTRODUCTION**

Royal Enfield one of the popular brand and highest selling bike in India and outside India Royal Enfield motorcycles had been sold in India from 1949. In 1955, the Indian government looked for a suitable motorcycle for its police and army for use patrolling the country's border. Marketing is the process of performing market research, selling products and/or services to customers and promoting them via advertising to further enhance sales. It generates the strategy that underlies sales techniques, business communication, and business developments. It is an integrated process through which companies build strong customer relationships and create value for their customers and for themselves.

Marketing is used to identify the customer, to satisfy the customer, and to keep the customer. With the customer as the focus of its activities, it can be

concluded that marketing management is one of the major components of business management. Marketing evolved to meet the stasis in developing new markets caused by mature markets and overcapacities in the last 2-3 centuries. The adoption of marketing strategies requires businesses to shift their focus from production to the perceived needs and wants of their customers as the means of staying profitable.

The term marketing concept holds that achieving organizational goals depends on knowing the needs and wants of target markets and delivering the desired satisfactions. It proposes that in order to satisfy its organizational objectives, an

### **SCOPE OF THE STUDY**

- This study includes Customer's response and awareness towards the brand, products and services of Royal Enfield.



- 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 by most of customers because of appearance, performance, and design. Bryant et al. (2019)

**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



**Frequency Table  
Simple Percentage**

**OCCUPATIONAL STATUS**

OCCUPATION	NO.OF RESPONDENTS	PERCENTAGE
STUDENT	33	44%
GOVERNMENTSERVICE	5	6%
EX-SERVICEMEN	3	4%
PROFESSIONAL	21	28%
SELF-EMPLOYED	13	18%
TOTAL	75	100%

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 - serviceman and 6% belonged to government services.

**Majority 44% of the respondents are student**

**RESPONDENTS PRESENTLY OWN**

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

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

PROBLEMS	NO. OF RESPONDENTS	SIMPLE AVERAGE
HIGH MAINTENANCE	11	0.14
POOR AFTER SALES SERVICE	7	0.09
HIGH PRICE	15	0.20
LOW MILEAGE	8	0.10
NOISY VEHICLE	3	0.04
NO PROBLEM	31	0.41
TOTAL	75	1

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

FACTORS	8	7	6	5	4	3	2	1	TOTAL	RANK
Price	67	17	17	11	6	11	15	6	905	5
	536	119	102	55	24	33	30	6		
Customer support	71	14	8	11	13	12	15	6	893	6
	568	98	48	55	52	36	30	6		
Comfort	84	11	17	11	10	5	6	6	979	2
	672	77	102	55	40	15	12	6		
Attractive	72	19	8	9	21	0	15	6	922	3
	576	133	48	45	84	0	30	6		
Maintenance	84	21	6	17	10	4	4	4	1013	1
	672	147	36	85	40	12	8	13		
Sound	63	21	12	31	0	2	15	6	920	4
	504	147	72	155	0	6	30	6		

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.**



**Weighted Average**

**FACTORS THAT ATTRACT MORE CUSTOMERS TOWARDS ROYAL ENFIELD**

Service	Strongly agree	Agree	Neutral	Disagree	Strongly Disagree	Mean score	Mean
Mileage	160	336	72	20	0	588	39.20
Speed	120	192	120	26	25	483	32.20
Sound	55	220	192	40	0	507	33.80
Good customer support	125	336	72	34	0	567	37.80
Good offers	310	192	81	26	0	609	40.60

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.