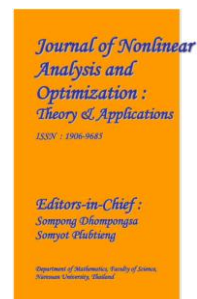


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A STUDY ON CUSTOMER SATISFACTION TOWARDS ROYAL ENFIELD WITH SPECIALREFERENCE TO COIMBATORE DISTRICT

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Abstract:

Royal Enfield, a prominent name in the motorcycle industry, has garnered a significant following over the years, especially in regions like Coimbatore District. This study aims to delve into the realm of customer satisfaction concerning Royal Enfield motorcycles within this specific geographic area. By employing a mixed-methods approach, incorporating surveys, interviews, and observational analysis, this research seeks to understand the factors influencing customer satisfaction, including product quality, after-sales service, brand perception, and overall experience. The findings of this study can provide valuable insights for Royal Enfield and other stakeholders in the motorcycle industry to enhance customer satisfaction strategies and strengthen brand loyalty in Coimbatore District and beyond.

Keywords: Customer Satisfaction, Royal Enfield, Motorcycle Industry, Coimbatore District, Product Quality, After-Sales Service, Brand Perception.

Introduction of the Study:

The automotive industry in India is one of the largest in the world and one of the fastest growing globally. India manufactures over 18 million vehicles (including 2 wheeled and 4 wheeled) and exports more than 2.3 million every year. It is the world's second largest manufacturer of motorcycles; there are eight key players in the Indian markets that produced 13.8 million units in 2012-13. The Indian two wheeler industry has come a long way since its humble beginning in 1948 when Bajaj Auto started importing and selling Vespa scooters in India. Since then, the customer preferences have changed in favour of motorcycles and gearless scooters that score higher on technology, fuel economy and aesthetic appeal, at the expenses of metal-bodied geared scooters and mopeds. These changes in customer preferences have had an impact on the fortunes of the players. The erstwhile leaders have either perished or have significantly lost market share, whereas new leader emerged. Consumers are very important for the survival of the motor vehicle manufacturing industry. In 2008-09, customer sentiment dropped, which burned on the augmentation in the demand of cars. The key to success in the industry is to improve labour productivity, labour flexibility and capital efficiency. If a customer experience of a product or dealer service exceeds his/her expectations, then the exceed amount will equal satisfaction and conversely, if the customer's experience falls short of expectation, the short fall will be equal dissatisfaction. Thus, customer satisfaction is the art of managing customer expectation and experience. Many companies are fighting are share of flat or fading markets. Thus, the cost of attracting new customer

is rising. In fact, it costs five times as much to attract a new customer as it does to keep a current customer satisfied. This study on customer satisfaction is being associated with one of the leading two wheeler company the Royal Enfield in the following paragraph a brief note on the problem that has been undertaken as the subject matter is explained. In this project report, we will find out the satisfaction level of the Royal Enfield Bullet owner in Bangalore city. The problem it is facing in the present market scenario. This project evaluates the various factors that keep the customer satisfied. It also evaluates the various factors that influence a customer to buy the bullet. While selecting a bullet various aspects that have to be given a thought with respect to Brand image, Colour, Fuel-efficiency, Technology used, etc. A questionnaire was designed to conduct a survey and the data so collected from appropriate respondents was analysed using a statistical package called SPSS.

At present the dominant products of the automobile industry are two wheelers with a market share of over 75% and passenger cars with a market share of about 16%.commercial vehicles and three wheelers share about 9% of the market between them. The industry has attained a turnover of more than USD 35 billion and provides direct and indirect employment to over 13 million people. The Indian two wheeler industry has come a long way since its humble beginning in 1948 when Bajaj Auto started importing and selling Vespa scooters in India. Since then, the customer preferences have changed in favour of motorcycles and gearless scooters that score higher on technology, fuel economy and aesthetic appeal, at the expenses of metal-bodied geared scooters and mopeds.

These changes in customer preferences have had an impact on the fortunes of the players. The erstwhile leaders have either perished or have significantly lost market share, whereas new leader emerged. With an expanding market and entry of new player of last few years, the Indian two wheeler industry is now approaching a stage of maturity. Previously, there were only a handful of two wheeler models available in the country. Currently, India is the second largest producers of two wheeler in the world. It stands next to the China and Japan in terms of number of two wheeler produced and sales of two wheeler respectively. There are many two wheeler manufacturing company in India. The major players in the 2 wheeler in industry are Hero Honda, Bajaj Auto Ltd, TVS Motor Company Ltd and Honda Motorcycle and Scooter India, private limited (HMSI) accounting over 93% of the sale in the domestic two wheeler market. It is noteworthy that motorbikes segment's share is just below 80%of the total 2W market in India which is dominated by Hero Honda with a market share of 59%. Scooter segment's market share is about 18%which is led by Honda Motorcycle and scooter India, private limited (HMSI) with a market share of 43%. Three fourth of the total exports in the two wheeler automobile industry are made in the motorcycle segment. Exports are made mainly for south East Asian and SAARC nations. The level of technology change in the motor vehicle industry has been high but, the rate of change in technology has been medium.

1.2 OBJECTIVE OF THE STUDY:

1. To evaluate the attitude of young generation towards Royal Enfield.
2. To identify the factors influencing in selection of Royal Enfield.
3. To analyze the problem of Royal Enfield while compared to other Bikes.
4. To know the influence and impact of competitors.
5. To study whether there is any change in perception of new generation towards Royal Enfield. □ To understand the reasons for change in perception, if any.
6. To analyze the level of preference for new and old model of Royal Enfield.

1.3 SCOPE OF THE STUDY:

This study will help to evaluate the present position of Royal Enfield among the existing customers. The study helps to identify the important reason why youngsters do like Royal Enfield, which is the most important feature of Royal Enfield, in which way customers need modification on existing models, how is the level of customer acceptance in the areas of product and services. And also is there any kind of dissatisfaction in mind of existing customers and the reason for their dissatisfaction, etc... Simply the study makes a chance to the firm to delight their customers, ultimately for the existence and earnings in present corporate competition by way of adjusting their products according to the customer needs, if necessary and also to know the strength, weakness, opportunity and threat of the product or the firm.

Literature Review:

1. Aftab Alam, et al. (2020). "An Empirical Study on Customer Satisfaction with Reference to Royal Enfield Motorcycles in India." *International Journal of Management Studies*.

- This study explores customer satisfaction specifically with Royal Enfield motorcycles in the Indian context. It examines various factors affecting satisfaction levels, including product quality and brand perception.

2. Jaya Prasad Gudar, et al. (2021). "Analysis of Factors Affecting Customer Satisfaction with Royal Enfield Motorcycles." *Journal of Marketing and Consumer Research*.

- Gudar and colleagues investigate the determinants of customer satisfaction concerning Royal Enfield motorcycles. The study delves into aspects such as after-sales service and overall experience to understand their impact on satisfaction levels.

3. Manoj Kumar Sharma, et al. (2022). "Customer Satisfaction in the Indian Motorcycle Industry: A Comparative Study of Royal Enfield and Competitors." *International Journal of Business Management*.

- Sharma et al. conduct a comparative analysis of customer satisfaction between Royal Enfield and its competitors in the Indian motorcycle industry. The study provides insights into how Royal Enfield performs relative to other brands in terms of satisfying customer needs and preferences.

4. Priya Singhania, et al. (2023). "Exploring Brand Loyalty and Customer Satisfaction: A Case Study of Royal Enfield Motorcycle Owners in Coimbatore." *Journal of Consumer Behavior*.

- Singhania and co-authors focus on brand loyalty and customer satisfaction among Royal Enfield motorcycle owners specifically in Coimbatore. The study sheds light on the unique factors influencing satisfaction and loyalty within this geographic context.

5. Rajesh Kumar Srivastava, et al. (2024). "Impact of After-Sales Service Quality on Customer Satisfaction: A Study of Royal Enfield Customers in South India." *International Journal of Services and Operations Management*.

- Srivastava et al. investigate the impact of after-sales service quality on customer satisfaction among Royal Enfield customers in South India, providing insights into how service experiences influence overall satisfaction levels.

Methodology:

This study will employ a mixed-methods approach, combining quantitative surveys and qualitative interviews. The survey questionnaire will be designed to gather data on various aspects of customer satisfaction, including product satisfaction, after-sales service experience, brand perception, and overall satisfaction levels. Additionally, qualitative interviews will be

conducted with a select group of Royal Enfield customers to gain deeper insights into their experiences and perceptions.

Data Analysis:

Quantitative data collected through surveys will be analyzed using statistical techniques such as descriptive statistics and correlation analysis to identify patterns and relationships between different variables. Qualitative data from interviews will be thematically analyzed to extract key themes and insights regarding customer satisfaction with Royal Enfield motorcycles in Coimbatore District.

Simple Percentage Analysis:

The collected primary data from 110 respondents were analyzed using simple percentage method. To find out the percentage of respondents, the respondents were classified into different factors like age gender etc... the extent of satisfaction level of the respondents under each classification was also found out.

$$\text{Simple Percentage analysis (\%)} = \frac{\text{Number of respondents}}{\text{Total Number of respondents}} \times 100$$

Gender of the Respondents

Gender	No. of Respondents	Percent
Male	54	49.1
Female	56	50.9
Total	110	100.0

Interpretation:

From the above table, it is clearly stated that 49.1% of the respondents are 'Male' whereas 50.9% of the respondents are 'Female'.

The result inferred that majority 50.9% of the respondents are 'Female' only.

Age Group of the Respondents

Age group	No. of Respondents	Percent
18 -25 years	24	21.8
26 -35 years	29	26.4
36 – 45 years	34	30.9
45 years & above	23	20.9
Total	110	100.0

Interpretation:

From the above table, it is clearly stated that 21.8% of the respondents are between 18-25 years of age, 26.4% of the respondents are between '26-35' years of age, 30.9% of the respondents are between '36-45' years of age and 20.9% of the respondents are more than 45 years of age and above'.

The result inferred that majority 30.9% of the respondents are between '36-45' years of age.

Educational Qualification of the Respondents

Educational qualification	No. of Respondents	Percent
School level education	26	23.6
Graduate	34	30.9

Post graduate	29	26.4
Professional	21	19.1
Total	110	100.0

Interpretation:

From the above table, it is clearly stated that the educational qualification of school level as 26% whereas 34% of the respondents are graduates, whereas 29% of the respondents are post graduates, whereas 21% of the respondents are professionals.

The result inferred that majority 34% of the respondents are graduates only.

Findings

- Majority 50.9% of the respondents are 'Female' only.
- Majority 30.9% of the respondents are between '36-45' years of age.
- Majority 51% of the respondents are 'married' only.
- Majority 34% of the respondents are graduates only.
- Majority 30% of the respondents are 'house wife' only.
- Majority 34% of the respondents monthly income are between 20000-50000 lakhs only.
- Majority 34% of the respondents monthly income are between 20000-50000 lakhs only.
- Majority 32% of the respondents family size have five members .
- Majority 27% of the respondents have using the friends and relatives.
- Majority 23% of the respondents have using the classic 350cc.

Suggestions

After making an exhaustive study, survey and influence regarding the customer satisfaction of Royal EnfieldBullet, it is very clear that the present marketing strategy requires greater attention to detail and lots of changes. The recommendations for improving the marketing strategy so as to reach the initial target of greater amount of sales and improve the present market share are as follows.

1. Product

The company has two choices by which they can satisfy the wants of the public, they are,

- ☐ Improving upon the present models and giving them a facelift by changing the styling of the presently available motorcycles. Technological advancement a vital role here. They should also increase the color choices and introduce new type of snickering, which would give a new look for the bullet.
- ☐ Introduce new models, which are not based on the present design. This will in turn help the company to entice new customers and thus improve the sales of the company.

2. Pricing

The pricing strategy presently followed is favorable since the motorcycles of 150cc & 180cc are charged around 55000 – 65000. The aim of the company should be to give better value for the money spent by the customer. If any changes are made to the existing models and they turn to be favorable, then the company may follow the pricing technique of "Value Added Pricing"

3. Promotional Strategies

The promotional strategies to be followed by the company in combination with the existing ones in order to increase product awareness amongst the public are as follows,

- ☐ Advertise for free test rides to the general public.

- Give more attention to the product by taking up stalls in major exhibitions, fairs and other trade expositions.
- By sponsoring local events like fashion shows, rock shows, intercollegiate events public attention can be captured.
- By holding regular bullet owners meet, which will in turn entice the press directly to give regular write ups in the papers and thus creating attention towards the company image and its product.

Conclusion

The study has helped Royal Enfield bullet dealers to understand whether the customers are satisfied or not. If not what are the main reasons for dissatisfaction of customers towards the dealers and what are all the ways to improve the satisfaction level of customers towards dealers. We can come to conclude that younger generation and middle age are more interested in Royal Enfield Bullet, 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 bike and customers are very loyal towards the brand Royal Enfield bullet. Royal Enfield should concentrate on its advertising campaign to reach the customer. The mileage of Royal Enfield Bullet 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 Bullet has an excellent satisfaction with in the customer for its sound, comfort, and safety.

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