



A Study on Consumer Satisfaction on Royal Enfield with Special Reference to Coimbatore City

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ABSTRACT

The purpose of this study on customer satisfaction will help us to understand the needs and wants of the customers towards Royal Enfield. As the objectives of this study is to understand the customers satisfaction and know the consumer preference towards the iconic brand Royal Enfield. This study also specifies the services and factors which influence the customers to purchase the Royal Enfield bikes and also known that what customers are expecting from the Royal Enfield. Customer satisfaction is influenced strongly by culture, social, personal and psychological factors. This study concluded that 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.,

Keywords: Royal Enfield, Customer satisfaction, consumer preference

1. Introduction of the study

Consumer satisfaction is defined as a measurement that determines how happy customers are with a company's products, services and capabilities. An organizations main focus must be to satisfy its customers and increase its sales, for this it is important to understand the voice of the customer which provides detailed insights as to what their customers want and better tailor their services or products and in turn help the business improve or change its products and services.

Consumer satisfaction occupies a central position in marketing thought and practice. Satisfaction is a major outcome of marketing activity and serves as the link process culminating in purchase and consumption with post purchase phenomena such as attitude change, repeat purchases and brand loyalty. Most of the corporations are generating their profits mainly by satisfying consumer needs and want. Customer satisfaction is important not only for small and growing organizations but even major corporations cannot escape from the customer scrutiny. Many successful organizations are thriving on the promise that customer satisfaction is not merely a means of avoiding legislation, but more positively it is the vital adjunct to effective marketing positioning and a cornerstone of continuing success. Fully satisfied customers generate success, while dissatisfied customers on the other hand are disloyal, vociferous in passing on their adverse experience and become generators of the complaints which fuel movements towards legal control.

Marketing is the process of performing market research, selling products and services to customers and promoting them via advertising to further enhance sales. Marketing as a subject of study is now attracting increasing attention from firms, companies, institutions and even countries. Marketing can be succeeded only by satisfying the consumers.

Royal Enfield is an Indian multinational motorcycle manufacturing company headquartered in Chennai, Tamil Nadu, India. The Royal Enfield brand, including its original English heritage, is the oldest global motorcycle brand in continuous production. The company operates manufacturing plants in Chennai in India. Royal Enfield is the makers of the famous bullet brand In India established in 1955. In 1901 1st bike produced. They are one of the oldest and most famous for their power stability and rugged looks. Royal Enfield has been updating their bikes from their first model in order to provide the customers total satisfaction from their bikes and keep up with the market trends. So, this study is mainly focused on analysing the customer satisfaction of Royal Enfield

2. Statement of the problem

The automobile industry indicates that two-wheeler is the most demanded product in India. The trends are expected to change over a period of time. Royal Enfield is one of the brands among the leading position in terms of their sales and popularity of the brands. Earlier there were only few manufacturers those were holding monopoly in the two-wheeler industry. It has become consumer focused rather than mass production. It is happened due to the consumer preferences and needs are changed. It is made possible because the alternative choices are accessible to the consumers. Consumer

involvement is increased in designing the product. The companies are focusing on new product development. Consumer involvement is a measure variable while designing a product strategy

As the two-wheeler market in India is constantly increasing and changing day to day it possesses new challenges to Royal Enfield to keep with market trends. Royal Enfield Bikes which are known for adventurous rides and off-road rides and they have to fulfill their expectations in recent trends. In order to do so they have to ensure their products whether satisfy the consumers sufficiently or not and if not bring about changes in order to achieve it.

3. Objectives of the study

- To know the performance, quality, affordability of Royal Enfield Bikes.
- To know the consumer's purchase behavior on Royal Enfield Bikes.
- To identify the satisfaction level of products and services offered by Royal Enfield.
- To identify difference between consumer satisfaction and various factors

4. Scope of the study

The scope of the study is to understand and find out the consumer's level of satisfaction on Royal Enfield bikes and to judge consumer perception of Royal Enfield bikes. The aim of the study is to convert unsatisfied consumers into satisfied consumers in a delightful manner. This study covers the different aspects of consumer's satisfaction.

5. Research Methodology

Research in a common parlance refers to a search for knowledge. One can also define research as a scientific and systematic search for pertinent information on a specific topic. Research is an art of scientific investigation. Research is an academic activity and as such the term should be used in a technical sense. The term research refers to systematic method consist of enunciating the problem, formulating a hypothesis, collecting the data, analysis the facts and reaching certain conclusion either in a form of solution towards the concerned problem or in certain generalization for some theoretical formulation. The system of collecting data for research projects is known as research methodology. Research Methodology represents the design of the research work. In the following paragraphs the research designs are briefly explained and the sampling methods and sampling designs are also explained.

5.1 Area of Research

The research study was confined to study the sales and market of Royal Enfield based on Customer satisfaction. Customers are the main respondents in this research.

5.2 Nature of Data

Primary and secondary data is collected in order to obtain relevant information to conduct the research.

Primary data: Data was collected from current users of Royal Enfield of Coimbatore city using a questionnaire in order to obtain relevant information.

Secondary data: Data was collected by browsing magazines, newspapers, article and papers related to Royal Enfield brand in India.

5.3 Sources of Data

Data are facts, figures and other relevant materials, past and present, serving as basic study and analysis. The data serves as the bases for analysis. Without an analysis of actual data on specific inferences can be drawn on the question under study. Inferences based on imagination or guess work cannot provide correct answers to research questions. The relevance, adequacy and reliability of data determine of quality of findings of a study. For the purpose of present study data from two sources have been gathered namely primary and secondary data.

- Primary data

Primary data are original data collected for the purpose of a particular study. In the present study primary data have been collected by personal interview method with the help of questionnaire.

- Secondary data

These are the sources containing data, which have already been collected and compiled for other purpose by other researchers. The secondary sources consist of readily available materials and already compiled statistical statements and reports whose data may be used by researcher for his / her studies. Secondary data for the present research collected the major sources of secondary data are given below.

- Newspaper & Articles
- Business line
- Various websites
- Different marketing journals

5.4 Sample Size

Information has been collected from 153 respondents of Coimbatore city comprising both male and female.

5.5 Tools for Analysis

Questionnaires were created in order to receive the necessary response required from the sample to achieve the study objective. Therefore, sampling method is used in order to collect data. The main statistical tools used for analysing primary data :

- Weighted Average Score Analysis
- Chi-Square Test Analysis

6. Limitations of the study

- The views and opinions of customers are subject to change with changing time and also changes with demographic factors.
- The time taken to survey has been very limited which was a constraint. The time period for carrying out the research was short as a result of which many facts have been left unexplored.
- This study is based on the sample survey, which may not actually represent the total population.

7. Review of Literature

- M Angel & Dr. Alagiri Samy (2019) ¹ researched “A Study on buying behaviour of customers with reference to Royal Enfield in Villupuram district”. The purpose of the study on customer satisfaction would help us to understand the wants of the customers. The study also includes various factors mode of buying ,sources of stimulation, influencing factors, perception of customers towards price and performance .The study suggested to improve modern features and factors influencing the customers to buy the Royal Enfield bike.
- Khade (2019) ² researched if Royal Enfield customers in Coimbatore city were satisfied customers. The study gathered information on the impact of demographic factors on consumer buying behaviour. The study concluded that company image and riding comfort got higher points while mileage, model design and colour choices could not get similar ratings.
- K. Reenareicha (2019) ³, in their article “A Study on Customer Satisfaction Towards Royal Enfield Bike in Tirupur City”, the study on consumer satisfaction would 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 the study was to analyse the customer satisfaction and to find out the consumer preference towards the ironic brand Royal Enfield. The study also investigated the services and factors which influence the customers to purchase the Royal Enfield bikes and also identified what customers were 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. The article has found that most of the customers were choosing Royal Enfield vehicles because of its Vehicle Appearance, pickup, build quality and engine appearance etc.
- Dharnesh R (2020) ⁴ researched “A Study on Customer Perception Towards Royal Enfield with special Reference to Coimbatore District”. The study has founded that customer perception level towards Royal Enfield Bikes. The study cleared that most of the customers are satisfied with the features, riding experience, power, etc. The study also suggested to improving overall customer service, fuel efficiency, safety measures like anti-lock braking system etc.

¹ M Angel & Dr. Alagiri Samy A Study on buying behaviour of customers with reference to Royal Enfield in Villupuram district - 2019

² Khade -Royal Enfield customers in Coimbatore city were satisfied customers-2019

³ K. Reenareicha -A Study on Customer Satisfaction Towards Royal Enfield Bike in Tirupur City-2019

⁴ Dharnesh R A Study on Customer Perception Towards Royal Enfield with special Reference to Coimbatore District-2020

- Sanjay Kumar R, Dr. Mohammed Rafeer, Dr. Mohammed Arif Pasha (2020) ⁵ “ A Study on Customer Satisfaction towards sales service of Royal Enfield Acclaim Motors, Yelahanka Bangalore”. The purpose of the study was to check the dependability of management nature of Royal Enfield Acclaim Motors. The study completely said about sales after service of Royal Enfield Company was the important reason to survive in the market trends.
- Arun Kumar V (2021) ⁶ researched “A Study on Brand personality of Royal Enfield with Special reference to Madurai District”. The purpose of the study was to find a brand personality of Royal Enfield. The study emphasis on the ever-increasing Indian population coupled with faster urbanization has provided a great opportunity and challenge to the automobile industry. With a greater number of consumers becoming mobile due to the expansion of villages to cities to megacities, the need for a modernized bike has become a desire and necessity.
- Nisha Kerketta, Pradeep Kumar Deka, and Chandan Dutta (2021) ⁷ researched “A Study on the Choice Criteria of Royal Enfield Motorbikes in Ranchi City, Jharkhand”. The study was carried out to identify needs and wants of the customers and their expectations from the brand and also analysed customer preferences and service satisfaction levels of existing customers. The study found that most customers choose Royal Enfield vehicle because of the availability of spare parts and vehicular features like appearance, design, engine quality etc.
- Saandhra S (2021) ⁸ researched “A Study on Consumer Satisfaction of Royal Enfield with Special Reference to Paravur Municipality”. The purpose of the study was to know the consumer satisfaction on performance, quality, affordability and purchase behaviour of Royal Enfield. The project has found that majority of the customers were satisfied with the riding comfort and performance of Royal Enfield. The customers of Royal Enfield were satisfied with the product and most preferred model of Royal Enfield is Classic. Customers were satisfied with the affordability of service charges and timely delivery and suggested others to buy the Royal Enfield bike.

7.1 Research gap

A research gap is a question or a problem that has not been answered by any of the existing studies or research within your field. Sometimes, a research gap exists when there is a concept or new idea that hasn't been studied at all. Sometimes you'll find a research gap if all the existing research is outdated and in need of new/updated research.

The above research paper they didn't analyse about difference between various demographic factors with customer satisfaction .In this study I made a survey about difference between satisfaction level of consumers about bike and various demographic factors. And also, in the above research conducted by researchers will change according to current demand so that it was analysed in my research.

8. Analysis and Interpretation of Data

Analysis of data is a process of inspecting, cleansing, transforming, and modelling data with the goal of discovering useful information, informing conclusion, and supporting decision-making. Data analysis is a process for obtaining raw data and converting it into information useful for decision-making by users. Data are collected and analysed to answer question, test hypotheses or disprove theories.

Statistician John Tukey defined data analysis in 1961 as: “Procedures for analysing data, techniques for interpreting the results of such procedures, ways of planning the gathering of data to make its analysis easier, more precise or more accurate, and all the machinery and results of (mathematical) statistics which apply to analysing data.”

Data interpretation refers to the process of using diverse analytical methods to review data and arrive at relevant conclusions. The interpretation of data helps researchers to categorize, manipulate, and summarize the information in order to answer critical questions.

The importance of data interpretation is evident and this is why it needs to be done properly. Data is very likely to arrive from multiple sources and tends to enter the analysis process with haphazard ordering. Data analysis tends to be extremely subjective. That is to say, the nature and goal of interpretation will vary from business to business, likely correlating to the type of data being analysed. While there are several types of processes that are implemented based on individual data nature, the two broadest and most common categories are “quantitative and qualitative analysis.”

The following tools were used:

- Weighted Average Score Method
- Chi-square Analysis

⁵ Sanjay Kumar R, Dr. Mohammed Rafeer , Dr. Mohammed Arif Pasha -A Study on Customer Satisfaction towards sales service of Royal Enfield Acclaim Motors, Yelahanka Bangalore-2020

⁶ Arun Kumar V-A Study on Brand personality of Royal Enfield with Special reference to Madurai District-2021

⁷ Nisha Kerketta, Pradeep Kumar Deka, and Chandan Dutta -A Study on the Choice Criteria of Royal Enfield Motorbikes in Ranchi City, Jharkhand-2021

⁸ Saandhra S A Study on Consumer Satisfaction of Royal Enfield With Special Reference to Paravur Municipality - 2021

8.1 Weighted Average Score Method

A Weighted average is an average in which each observation in the data set is assigned or multiplied by a weight before summing to a single average value. In this process, each quantity to be averaged is assigned a weight that determine the relative importance of each quantity, to be averaged is assigned a weight that determine the relative importance of each quantity . Weighting is the equivalent of having that many like items with the same value involved in the average.

A weighted average score takes different scores, or grades, with assigned weights, or percentages. To calculate a weighted average with percentage, each category value must first be multiplied by its percentage. Then all these new values must be added together.

Table no 1

Table showing satisfaction level towards the following facilities

Facilities	Highly Satisfied (5)	Satisfied (4)	Neutral (3)	Dissatisfied (2)	Highly Dissatisfied (1)	Total	Weighted Average score	Rank
Quality of material and build quality	65	25	19	21	23	547	71.50	2
Performance	39	29	60	13	12	529	69.15	5
Comfort	49	42	19	24	19	537	70.19	4
Purchase Experience	45	46	25	18	19	539	70.45	3
Responsiveness and customer care service	58	41	20	17	17	565	73.85	1

Interpretation:

The above table shows that the weighted average score of 73.85% for responsiveness and customer care followed by the weighted average score of 71.50% for quality of material and build quality, weighted average score of 70.45% for purchase experience, weighted average score of 70.19% for comfort, weighted average score of 69.15% for performance.

Table no 2

Table showing satisfaction level towards the following facilities

Facilities	Highly Satisfied (5)	Satisfied (4)	Neutral (3)	Dissatisfied (2)	Highly Dissatisfied (1)	Total	Weighted Average score	Rank
Warranty	60	42	21	19	11	580	73.85	3
Mileage	43	57	28	14	11	566	75.81	1
Value for money	45	53	21	17	17	551	73.98	2
Availability of more dealership	47	50	26	13	17	556	72.02	4

Interpretation:

The above table shows that the weighted average score of 75.81% for mileage followed by the weighted average score of 73.98% for value for money , weighted average score of 73.85% for warranty, weighted average score of 72.02% for availability of more dealership.

8.2 Chi Square Analysis

The Chi square analysis is commonly used for testing Differences between categorical variables. The null hypothesis of the Chi-Square test is that no Difference exists on the categorical variables in the population; they are independent. There are several important considerations when using the Chi-Square analysis to evaluate a crosstabulation. Because of how the Chi-Square value is calculated, it is extremely sensitive to sample size. This can be addressed by always using categorical variables with a limited number of categories.

Formula:

$$\text{CHI - SQUARE VALUE } (\Sigma) = \frac{(\text{OBSERVED VALUE} - \text{EXPECTED VALUE})^2}{\text{EXPECTED VALUE}}$$

$$\text{EXPECTED VALUE} = \frac{\text{ROW TOTAL} \times \text{COLUMN TOTAL}}{\text{GRAND TOTAL}}$$

$$\text{DEGREE OF FREEDOM} = (\text{ROW} - 1) \times (\text{COLUMN} - 1)$$

Association between Age Group and Satisfaction level towards the quality of material and build quality

Hypothesis

Null hypothesis H_0 : There is no significant difference between age group and satisfaction level towards the quality of material and build quality

Alternate hypothesis H_1 : There is a significant difference between age group and satisfaction level towards the quality of material and build quality

Table No: 3

Table Showing the Association between age group and satisfaction level towards the quality of material and build quality

	Satisfaction level towards the quality of material and build quality					Total
	Highly Dissatisfied	Dissatisfied (2)	Neutral (3)	Satisfied (4)	Highly satisfied(5)	
18-24	7	8	10	13	44	82
24-30	1	3	4	6	7	21
30-40	5	5	1	4	6	21
above 40	8	5	4	3	9	29
Total	21	21	19	26	66	153

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	20.113 ^a	12	.065
Likelihood Ratio	19.551	12	.076
Linear-by-Linear Difference	11.977	1	.001
N of Valid Cases	153		

Level of significance = 5% or 0.05

Degree of freedom = 12

Chi-square value X^2 = 20.113

Table value = 21.026

Interpretation

In the above analysis, the calculated Chi-square value (20.113) is less than the table value (21.026) at the level of 5% significance. Hence, null hypothesis H_0 is accepted, thus, there is no significant difference between Age group and satisfaction level towards quality of material and build quality

Association between Age Group and Satisfaction level towards performance

Hypothesis

Null hypothesis H_0 : There is no significant difference between age group and satisfaction level towards performance

Alternate hypothesis H_1 : There is a significant difference between age group and satisfaction level towards performance

Table no : 4

Table showing the Association between age group and satisfaction level towards performance

	Satisfaction level towards the performance					Total	
	Highly Dissatisfied(1)	Dissatisfied (2)	Neutral (3)	Satisfied (4)	Highly satisfied(5)		
Age of the respondents	18-24	9	9	31	10	23	82
	24-30	4	3	2	6	6	21
	30-40	2	2	3	7	7	21
	above 40	5	2	14	5	3	29
Total		20	16	50	28	39	153

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	19.456 ^a	12	.078
Likelihood Ratio	21.271	12	.047
Linear-by-Linear Difference	.594	1	.441
N of Valid Cases	153		

Level of significance = 5% or 0.05

Degree of freedom = 12

Chi-square value $X^2 = 19.456$

Table value = 21.026

Interpretation

In the above analysis, the calculated Chi-square value (19.456) is less than the table value (21.026) at the level of 5% significance. Hence, null hypothesis H_0 is accepted, thus, there is no significant difference between Age group and satisfaction level towards performance.

Association between Age Group and Satisfaction level towards purchase experience

Hypothesis

Null hypothesis H_0 : There is no significant difference between age group and satisfaction level towards purchase experience.

Alternate hypothesis H_1 : There is a significant difference between age group and satisfaction level towards purchase experience.

Table no :5

Table showing the association between age group and satisfaction level towards purchase experience

	Satisfaction level towards the purchase experience					Total	
	Highly Dissatisfied(1)	Dissatisfied (2)	Neutral (3)	Satisfied (4)	Highly satisfied(5)		
Age of the respondents	18-24	12	9	13	17	31	82
	24-30	3	4	2	9	3	21
	30-40	3	1	4	9	4	21
	above 40	3	8	5	9	4	29
Total		21	22	24	44	42	153

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	18.685 ^a	12	.096
Likelihood Ratio	18.803	12	.093
Linear-by-Linear Difference	1.970	1	.160
N of Valid Cases	153		

Level of significance = 5% or 0.05

Degree of freedom = 12

Chi-square value X^2 = 18.685

Table value = 21.026

Interpretation

In the above analysis, the calculated Chi-square value (18.686) is less than the table value (21.026) at the level of 5% significance. Hence, null hypothesis H_0 is accepted, thus, there is no significant difference between Age group and satisfaction level towards purchase experience.

Association between Age Group and Satisfaction level towards responsiveness and customer-care service

Hypothesis

Null hypothesis H_0 : There is no significant difference between age group and satisfaction level towards responsiveness and customer-care service

Alternate hypothesis H_1 : There is a significant difference between age group and satisfaction level towards responsiveness and customer-care service

Table no : 6

Table showing the Association between age group and satisfaction level towards responsiveness and customer-care service

	Satisfaction level towards responsiveness and customer-care service					Total
	Highly Dissatisfied(1)	Dissatisfied (2)	Neutral (3)	Satisfied (4)	Highly satisfied(5)	
18-24	9	7	14	21	31	82
24-30	3	3	1	7	7	21
30-40	2	2	1	8	8	21
above 40	4	10	5	5	5	29
Total	18	22	21	41	51	153

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	19.433 ^a	12	.079
Likelihood Ratio	18.726	12	.095
Linear-by-Linear Difference	4.677	1	.031
N of Valid Cases	153		

Level of significance = 5% or 0.05

Degree of freedom = 12

Chi-square value X^2 = 19.433

Table value = 21.026

Interpretation

In the above analysis, the calculated Chi-square value (19.433) is less than the table value (21.026) at the level of 5% significance. Hence, null hypothesis H_0 is accepted, thus, there is no significant difference between Age group and satisfaction level towards responsiveness and customer-care service.

Association between Age Group and Satisfaction level towards the warranty

Hypothesis

Null hypothesis H_0 : There is no significant difference between age group and satisfaction level towards warranty

Alternate hypothesis H_1 : There is a significant difference between age group and satisfaction level towards warranty

Table no : 7

Table showing the Association between age group and satisfaction level towards the warranty

	Satisfaction level towards the warranty					Total	
	Highly Dissatisfied(1)	Dissatisfied (2)	Neutral (3)	Satisfied (4)	Highly satisfied (5)		
Age of the respondents	18-24	8	12	10	21	31	82
	24-30	2	3	3	7	6	21
	30-40	3	2	6	4	6	21
	above 40	1	2	2	10	14	29
Total		14	19	21	42	57	153

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	10.642 ^a	12	.560
Likelihood Ratio	10.429	12	.578
Linear-by-Linear Difference	1.390	1	.238
N of Valid Cases	153		

Level of

significance = 5% or 0.05

Degree of freedom = 12

Chi-square value $X^2 = 10.642$

Table value = 21.026

Interpretation

In the above analysis, the calculated Chi-square value (10.642) is less than the table value (21.026) at the level of 5% significance. Hence, null hypothesis H_0 is accepted, thus, there is no significant difference between Age group and satisfaction level towards warranty.

Association between Age Group and Satisfaction level towards mileage

Hypothesis

Null hypothesis H_0 : There is no significant difference between age group and satisfaction level towards mileage

Alternate hypothesis H_1 : There is a significant difference between age group and satisfaction level towards mileage

Table no : 8

Table showing the association between age group and satisfaction level towards mileage

	Satisfaction level towards the following mileage					Total	
	Highly dissatisfied (1)	Dissatisfied (2)	Neutral (3)	Satisfied (4)	Highly satisfied (5)		
Age of the respondents	18-24	6	10	14	30	22	82
	24-30	1	2	3	9	6	21
	30-40	4	2	3	5	7	21
	above 40	3	3	5	12	6	29
Total		14	17	25	56	41	153

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	5.491 ^a	12	.940
Likelihood Ratio	5.198	12	.951
Linear-by-Linear Difference	.367	1	.545
N of Valid Cases	153		

Level of significance = 5% or 0.05

Degree of freedom = 12

Chi-square value $X^2 = 5.491$
 Table value = 21.026

Interpretation

In the above analysis, the calculated Chi-square value (5.491) is less than the table value (21.026) at the level of 5% significance. Hence, null hypothesis H_0 is accepted, thus, there is no significant difference between Age group and satisfaction level towards mileage.

Association between Age Group and Satisfaction level towards the value for money

Null hypothesis H_0 : There is no significant difference between age group and satisfaction level towards value for money
 Alternate hypothesis H_1 :: There is a significant difference between age group and satisfaction level towards value for money

Table no : 9

Table showing the Association between age group and satisfaction level towards the value for money

	Satisfaction level towards the following value for money					Total	
	Highly dissatisfied (1)	Dissatisfied (2)	Neutral (3)	Satisfied (4)	Highly satisfied (5)		
Age of the respondents	18-24	10	9	11	29	23	82
	24-30	4	2	1	6	8	21
	30-40	4	2	3	7	5	21
	above 40	5	3	3	10	8	29
Total		23	16	18	52	44	153

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	3.344 ^a	12	.993
Likelihood Ratio	3.541	12	.990
Linear-by-Linear Difference	.308	1	.579
N of Valid Cases	153		

Level of significance = 5% or 0.05

Degree of freedom = 12

Chi-square value $X^2 = 3.344$

Table value = 21.026

Interpretation

In the above analysis, the calculated Chi-square value (3.334) is less than the table value (21.026) at the level of 5% significance. Hence, null hypothesis H_0 is accepted, thus, there is no significant difference between Age group and satisfaction level towards value for money.

Association between Age Group and Satisfaction level towards the availability of more dealerships

Hypothesis

Null hypothesis H_0 : There is no significant difference between age group and satisfaction level towards availability of more dealerships

Alternate hypothesis H_1 : There is a significant difference between age group and satisfaction level towards availability of more dealership.

Table no: 10

Table showing the Association between age group and satisfaction level towards the availability of more dealership

	Satisfaction level towards the availability of more dealerships					Total	
	Highly dissatisfied (1)	Dissatisfied (2)	Neutral (3)	Satisfied (4)	Highly satisfied (5)		
Age of the respondents	18-24	11	7	17	20	27	82
	24-30	2	2	2	7	8	21
	30-40	4	2	2	9	4	21
	above 40	3	4	3	12	7	29
Total		20	15	24	48	46	153

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	9.401 ^a	12	.668
Likelihood Ratio	9.473	12	.662
Linear-by-Linear Difference	.047	1	.829
N of Valid Cases	153		

Level of significance = 5% or 0.05

Degree of freedom = 12

Chi-square value $X^2 = 9.401$

Table value = 21.026

Interpretation

In the above analysis, the calculated Chi-square value (9.401) is less than the table value (21.026) at the level of 5% significance. Hence, null hypothesis H_0 is accepted, thus, there is no significant difference between Age group and satisfaction level towards availability of more dealerships.

9. Findings and Suggestions

The objective of the study was to know the performance, quality, affordability of Royal Enfield Bike and also know the consumer purchase behaviour on Royal Enfield bike and also to identify Difference between consumer satisfaction and various factors on the basis of various models of Royal Enfield Bikes. This study measures the overall satisfaction on Royal Enfield Bikes with special reference to Coimbatore City. This study has been analysed using techniques of percentage analysis, weighted average score analysis, chi-square analysis. The final chapter is to attempt to summarize the findings of the study based on which few suggestions have been made.

9.1 Weighted Average Score Analysis

- The table shows that the weighted average score of 73.85% for responsiveness and customer care followed by the weighted average score of 71.50% for quality of material and build quality, weighted average score of 70.45% for purchase experience, weighted average score of 70.19% for comfort, weighted average score of 69.15% for performance.
- The table shows that the weighted average score of 75.81% for mileage followed by the weighted average score of 73.98% for value for money, weighted average score of 73.85% for warranty, weighted average score of 72.02% for availability of more dealership.

9.2 Chi-Square Analysis

- There is no significant Difference between Age group and satisfaction level towards quality of material and build quality.
- There is no significant Difference between Age group and satisfaction level towards performance.
- There is no significant Difference between Age group and satisfaction level towards purchase experience.
- There is no significant Difference between Age group and satisfaction level towards responsiveness and customer-care service.
- There is no significant Difference between Age group and satisfaction level towards warranty.
- There is no significant Difference between Age group and satisfaction level towards mileage.
- There is no significant Difference between Age group and satisfaction level towards value for money.
- There is no significant Difference between Age group and satisfaction level towards availability of more dealerships.

Suggestions

- According to the survey made, the main reason for shifting to the other brands was weight of the bike and many of the consumers have suggested to reduce the weight of the bike.
- According to the survey made, there is a high demand on the Royal Enfield bike but they have suggested to improve the service of service centres that would reflect on increasing sales.

- According to the survey made, consumers were unreliable about spare parts and suggested to improve the quality of spare parts.
- Royal Enfield is reputed company but also, they need to advertise more to reach all the consumers was the consumer's opinion from the survey made.

Conclusion

A variety of two wheelers have entered into the two-wheeler market. This has increased the competition because of competition sales of two wheelers might have decreased. Therefore, the Royal Enfield Company has to keep in mind the latest competition prevailing in the market while fixing the price of its two wheelers particularly Royal Enfield Bike. Because of Royal Enfield Company believes in excellence in the technology it has achieved more than one million customer satisfaction within part of the years from its launch No other India two-wheeler company has achieved its progress within short period. As per the market research carried out by Royal Enfield Company it is found them it is the number one company in two-wheeler segment. Thus, conclude that consumer satisfaction is the only way to understand the consumer wants.

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Annexure

1. Email
2. Name
3. Age
 - a) 18-24 b) 24-30 c) 30-40 d) Above 40
4. Gender

- a) Male b) Female c) Others
5. Occupation
 - a) Student b) Private Employee c) Govt. Employee d) Self Employed
6. Which model of Royal Enfield Bike you own?
 - a) Royal Enfield Classic 350 b) Royal Enfield Bullet 350
 - b) Royal Enfield Himalayan d) Others
7. What is the main reason to purchase Royal Enfield bike?
 - a) Brand image b) Mileage c) Fuel economy d) Status
8. How did you finance your Royal Enfield bike purchase ?
 - a) Cash b) Bank loans c) Credit cards d) Others
9. What factors influence you to buy Royal Enfield bike?
 - a) Friends b) Family c) Dealers d) Others
10. What is your mileage of your bike?
 - a) 25-30 km/lit b) 30-35 km/lit c) 35-40 km/lit d) Above 40 km/lit
11. Which place did you purchase your Royal Enfield bike?
 - a) Showroom b) Direct second-hand c) Vehicle dealership d) Others
12. What is your opinion on the price of Royal Enfield Bike?
 - a) Expensive b) Reasonable c) Affordable d) Cheap
13. From where you came to know about the Royal Enfield Motor Bike?
 - a) Social Media b) Printed media c) Friends and Relatives d) Others
14. How often do you use Royal Enfield motorcycle ?
 - a) Daily Basis b) Weekend c) Only for stunt/long rides d) Off roading
15. How would you rate the handling and manoeuvrability of your Royal Enfield bike?
 - a) Excellent b) Good c) Below average d) Poor
16. How reliable has your Royal Enfield bike been?
 - a) Highly reliable b) Reliable c) Unreliable d) Highly unreliable
17. What would be resale value of Royal Enfield Bikes?
 - a) Excellent b) Good c) Below average d) Poor
18. What is the availability of spare parts of your bike in market?
 - a) Readily available b) Available c) Not available readily d) Don't have spare parts supply
19. Royal Enfield establishes a healthy Difference with customers.
 - a) Strongly Agree b) Agree c) Disagree d) Strongly Disagree.
20. What is opinion to improve Royal Enfield Bike Sales in the Local market?
 - a) Advertise more b) Provide Better Service c) Should reduce prices d) No need to improve
21. Would you recommend others to buy Royal Enfield Bikes?
 - a) Definitely b) Probably c) Might or Might not d) Definitely not
22. Have you ever thought of shifting from the Royal Enfield brand due to the following reasons?
 - a) Over-weight b) Less mileage c) Vibrations and over sound d) High repair and maintenance cost
- 23.

	Highly satisfied (5)	Satisfied (4)	Neutral (3)	Dissatisfied (2)	Highly dissatisfied (1)
Quality of material and build quality					
Performance					
Comfort					
Purchase experience					
Responsiveness and customer-care service					

24.

	Highly satisfied (5)	Satisfied (4)	Neutral (3)	Dissatisfied (2)	Highly dissatisfied (1)
Warranty					
Mileage					
Value for money					
Dealerships					

25. Suggestions -----