



International Journal of Research Publication and Reviews

Journal homepage: www.ijrpr.com ISSN 2582-7421

A Research on Consumer Satisfaction Towards Royal Enfield

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ABSTRACT:

The purpose of this study is to investigate consumer satisfaction with Royal Enfield, a popular motorcycle brand in India. The study utilizes a quantitative approach and collects data through a survey questionnaire administered to a sample of Royal Enfield motorcycle owners. The questionnaire includes questions related to product quality, after-sales service, brand image, and overall satisfaction. The results indicate that overall satisfaction with Royal Enfield is high, with the majority of respondents reporting satisfaction with the product quality and after-sales service. However, some areas for improvement were identified, such as the availability of spare parts and the dealer network. The findings suggest that Royal Enfield should focus on enhancing its after-sales service and addressing the issues related to the dealer network to improve customer satisfaction further.

I. INTRODUCTION:

Royal Enfield is a motorcycle brand that originated in the United Kingdom in the late 19th century. The company is now based in India and has become a popular choice for motorcycle enthusiasts around the world. Royal Enfield is known for its classic and vintage-style motorcycles, which feature distinctive designs and powerful engines.

Royal Enfield's motorcycles are characterized by their classic design, powerful engines, and durability. Overall, Royal Enfield has established itself as a leading motorcycle brand in India and a popular choice for riders around the world who are looking for a classic and timeless motorcycle experience.

II. OBJECTIVE OF THE STUDY:

- To analyse the factors influencing customer and the customer preference for Royal Enfield Bike
- To find the problem regarding the service quality and performance
- To study the customer awareness level of Royal Enfield
- To know the purchase behaviour and affordability of Royal Enfield
- To identify the satisfaction level of products and services offered by Royal Enfield

III. RESEARCH METHODOLOGY

SAMPLING TECHNIQUE

The process of obtaining a sample is known as sampling. From them the researcher has taken only 125 samples for the present study for the convenient sampling method.

TOOLS USED

- PRIMARY DATA The Primary data has been collected from the general audience who are all seeing the advertisement in Tamil Nadu in the form of questionnaire.
- SECONDARY DATA Secondary data has been collected from published materials like articles, journals, books and websites.
- PERCENTAGE ANALYSIS

IV. LITERATURE REVIEW

A review by **Autocar India** in 2021 evaluated the Royal Enfield Meteor 350 cruiser motorcycle. The review praised the motorcycle's refined engine, comfortable riding position, and modern features like ABS and traction control. However, the review also noted that the motorcycle's suspension can feel too soft at times and that the brakes lack initial bite.

A review by **Motorcycle News (MCN)** in 2021 praised the Royal Enfield Interceptor 650 for its value for money, distinctive style, and smooth engine. The review noted that the motorcycle's classic design and accessible performance make it a great option for riders who value style and character. Another review by MCN in 2020 evaluated the Royal Enfield Himalayan adventure motorcycle. The review highlighted the bike's affordability, off-road capabilities, and comfortable riding position. However, the review also noted that the motorcycle's engine can feel underpowered at times and lacks some modern features like ABS.

A review by **Cycle World** in 2020 examined the Royal Enfield Continental GT 650 cafe racer. The review praised the motorcycle's distinctive style, smooth engine, and comfortable riding position. However, the review also noted that the motorcycle's suspension can feel too soft for aggressive riding and that the brakes lack initial bite.

K. Reenareicha et al (2019), in their article about "A Study on Customer Satisfaction Towards Royal Enfield Bike in Tirupur City" stated that 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.

In 2019, a study by **S. Srinivasan and M. Sangeetha** examined the brand identity of Royal Enfield motorcycles. The study found that the brand's identity was built on its heritage, authenticity, and distinctive design, which resonated with its target audience.

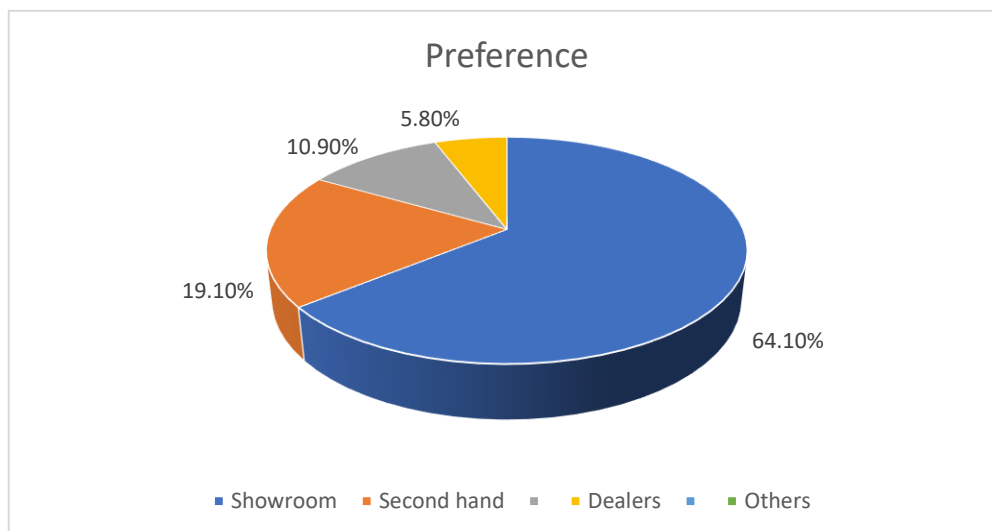
V. ANALYSIS AND INTERPRETTION OF DATA

TABLE 4.1.9

Showing the respondent on preference of purchase of Royal Enfield Motorcycle

S.NO	PREFERENCE	RESPONDENT	PERCENTAGE
1.	Showroom	77	64.1%
2.	Second hand	23	19.1%
3.	Dealers	13	10.9%
4.	Others	07	5.8%
	Total	120	100

It is observed that 64.1% of the Respondent prefer showroom, 19.1% of the Respondent prefer second hand 10.9% Respondent prefer dealers and 5.8% of the Respondent prefer other options to purchase.



Showing the source of awareness of respondent of Royal Enfield Motorcycle

S.NO	PREFERENCE	RESPONDENT	PERCENTAGE
1.	Newspaper	29	24.1%
2.	Magazine	24	20%
3.	Friends	52	43.3%
4.	TV advertisement	15	12.5%
	Total	120	100

It is observed that 24.1% of the Respondent gets awareness from newspaper, 20% of the Respondent gets awareness from magazine, 43.3% Respondent gets awareness from friends and 12.5% of the Respondent gets awareness from TV advertisement.

CHART 4.1.11

Showing the source of awareness of respondent of Royal Enfield Motorcycle

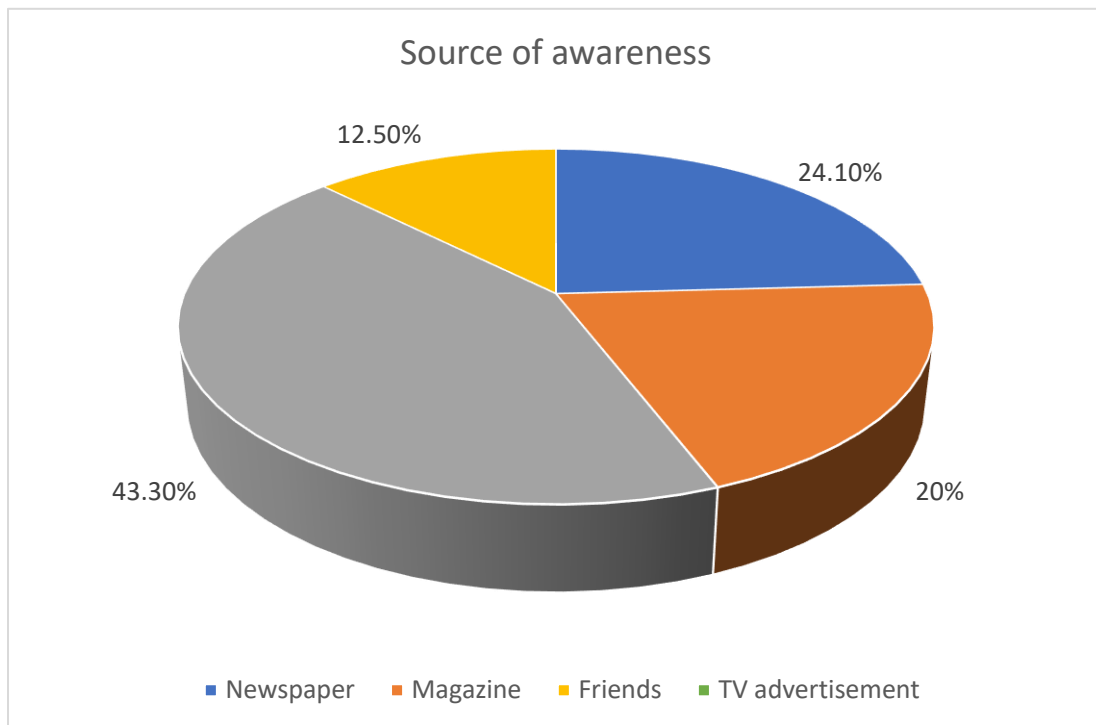


TABLE 4.1.12

Showing the respondent attraction on specific feature of Royal Enfield Motorcycle

S.NO	PREFERENCE	RESPONDENT	PERCENTAGE
1.	Mileage	11	09.1%
2.	Comfort	43	35.9%
3.	Performance	39	32.5%
4.	Pricing	27	22.5%
	Total	120	100

It is observed that 09.1% of the Respondent gets attracted from the **mileage** of the bike, 35.9% of the Respondent gets attracted from the **comfort** of the bike and 32.5% Respondent gets attracted from the **performance** of the bike, 22.5% of the Respondent are gets attracted from the **pricing** of the bike.

CHART 4.1.12

Showing the respondent attraction on specific feature of Royal Enfield Motorcycle

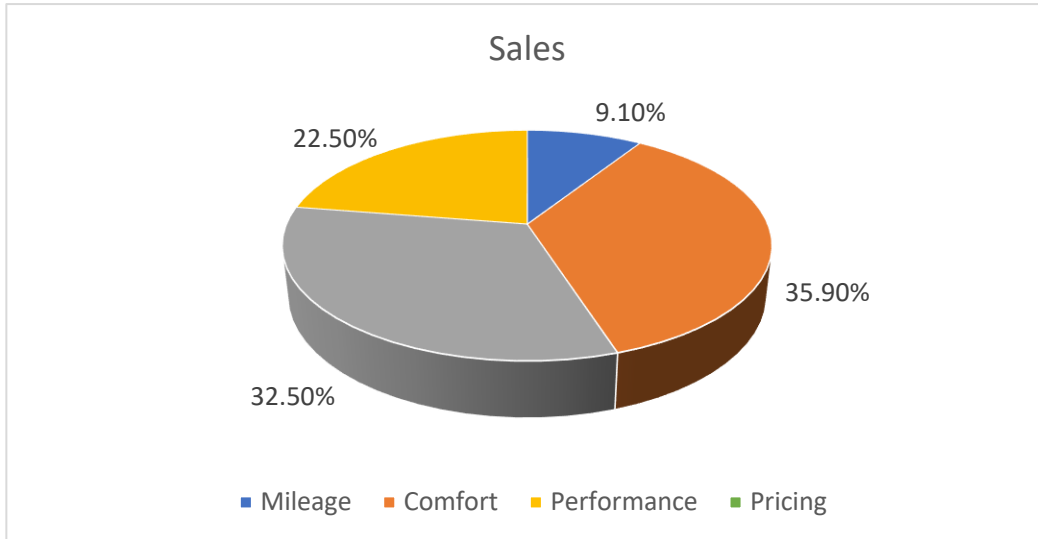


TABLE 4.1.13

Showing the respondent think it's a drawback of Royal Enfield Motorcycle

S.NO	DRAWBACK	RESPONDENT	PERCENTAGE
1.	Weight	29	24.1%
2.	Handling	24	20%
3.	Service	52	43.3%
4.	Others	15	12.5%
	Total	120	100

It is observed that 24.1% of the Respondent thinks that the **weight** is the drawback, 20% of the Respondent thinks that the **handling** is the drawback, 43.3% Respondent thinks that the **service** is the drawback and 12.5% of the Respondent thinks **other** drawback.

CHART 4.1.13

Showing the respondent think it's a drawback of Royal Enfield Motorcycle

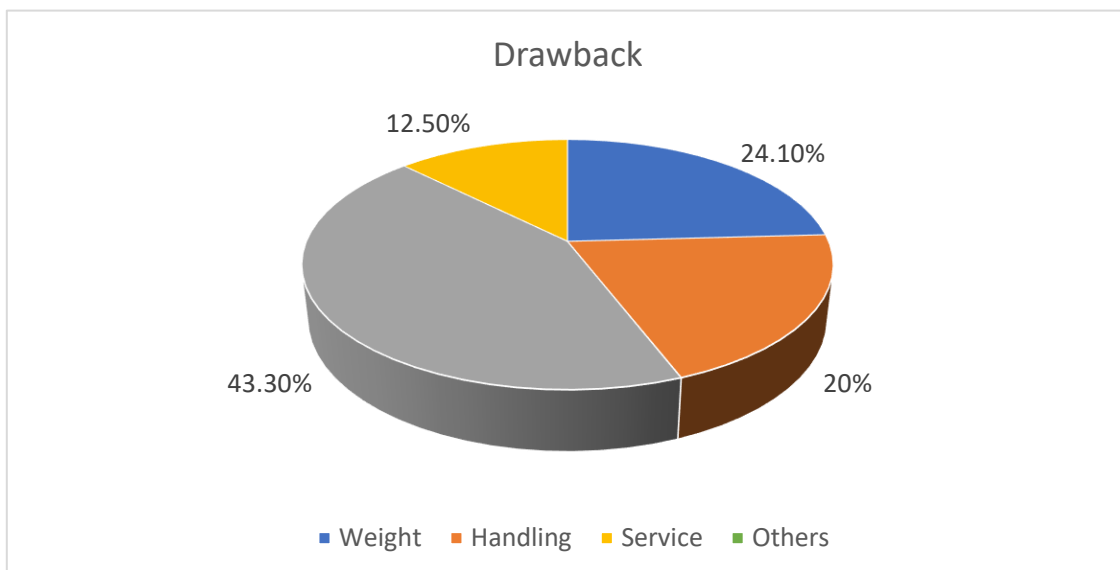


TABLE 4.1.14

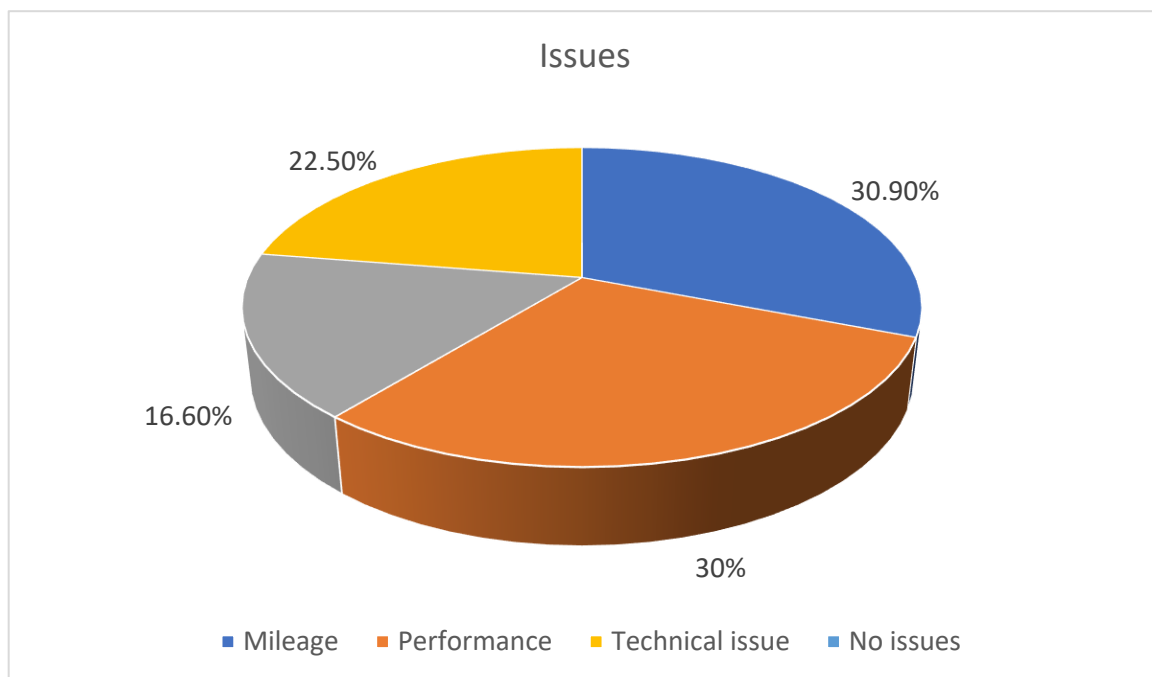
Showing the respondent issues in Royal Enfield Motorcycle

S.NO	ISSUES	RESPONDENT	PERCENTAGE
1.	Mileage	37	30.9%
2.	Performance	36	30%
3.	Technical issue	20	16.6%
4.	No issues	27	22.5%
	Total	120	100

It is observed that 30.9% have issues in **mileage**, 30% of the Respondent have issues in **performance** and 16.6% Respondent have issues in **technical issue** and 22.5% of the Respondent have **no issues**.

CHART 4.1.14

Showing the respondent issues in Royal Enfield Motorcycle



FINDINGS OF THE STUDY:

1. The majority (64.1%) of the respondent prefer showroom.
2. The majority (42.5%) of the respondent prefer black colour.
3. The majority (43.3%) of the respondent gets awareness from friends.
4. The majority (35.9%) of the respondent gets attracted from comfort.
5. The majority (43.3%) of the respondent thinks service is the drawback.
6. The majority (30.9%) of the respondent have issues in mileage.
7. The majority (50.8%) of the respondent thinks they have to improve in handling comfort.
8. The majority (27.5%) of the respondent thinks Himalayan is mostly owned.

SUGGESTION:

1. Royal Enfield needs to be aware that customers are happy with the performance and that there is potential for the company to increase brand value in comparison to other bikes.
2. Royal Enfield so far appeal and attract males more than females, steps should be taken to attract females too towards the bikes and encourage them to see Royal Enfield as a suitable option for them.

3. The bikes recently introduced by Royal Enfield are mostly concerned about youth, so many suggested they should also consider the middle age people while manufacturing.
4. Some of the respondents feel that they can improve the after sales services of Royal Enfield bikes. So, it will be helpful and easy for the customers.
5. There should also be better communication and connection between various service centres and dealers in the area for better availability of spare parts and faster services.
6. The delivering facility of Royal Enfield needs to be developed, as there is a huge lag, waiting period of a month minimum to get the bike after ordering. This alone has led to people preferring other brands over Royal Enfield.

CONCLUSION:

This research paper concludes the crucial finding regarding customer satisfaction on Royal Enfield's customer satisfaction. The results of this survey show that despite the fact that Royal Enfield has many competitors, people have higher levels of satisfaction and willingness to purchase the product, which tends to raise standard of living. These categories of customers include different age groups, genders, and factors influencing them to buy Royal Enfield. Royal Enfield has a dedicated fan base and a strong reputation for producing high-quality, classic-style motorcycles that appeal to riders seeking a nostalgic and authentic riding experience. The customers are highly satisfied with the performance and loyalty of Royal Enfield. The customers prefer to purchase their royal Enfield bike by showroom and they are satisfied by purchasing there. Mileage and Handling Issues are the major problem face by the customers in Royal Enfield.

Even though the customers are overall satisfied with the features of Royal Enfield there have been reports of quality control issues and inconsistent customer service, which have led to frustration and dissatisfaction among some customers.

Overall, the satisfaction of Royal Enfield customers likely varies based on individual experiences and preferences.

In conclusion, Royal Enfield continues to be a popular choice among motorcycle enthusiasts who value the brand's heritage and unique styling. However, the company still has room for improvement in terms of quality and reliability to ensure that its customers are satisfied with their purchase.

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