



A STUDY ON CONSUMER SATISFACTION TOWARDS ROYAL ENFIELD WITH REFERENCE TO COIMBATORE CITY

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ABSTRACT

The objective of this study, "A study on consumer satisfaction towards Royal Enfield with reference to Coimbatore city" To find the most liked Royal Enfield Bikes and most liked feature and find out the factors that changes the customer's buying behaviour towards the Royal Enfield a Royal Enfield product. The study makes use of both primary and secondary data sources.

KEYWORDS : Royal Enfield , consumer satisfaction .

INTRODUCTION

A person who buys goods or services from a shop or business is known as a customer. And customer perception is A marketing concept that encompasses a customer's impression, awareness and or consciousness about a company or its offerings. Customer perception is typically affected by advertising, reviews, public relations, social media, personal experiences and other channels. In simple words, Customer Perception means the view point of the customers towards a particular product. It is one among the factors which influence the buying behaviour of the customers. This is study all about the customer perception towards Royal Enfield.

Royal Enfield is an Indian motorcycle manufacturing company based in Chennai, India. Originally, a British motorcycle company, Royal Enfield and indigenous Madras Motors, it is now a subsidiary of Eicher Motors Limited, an Indian automaker. The company makes the Royal Enfield Bullet, and other single-cylinder motorcycles. Established in 1893, Royal Enfield is among the oldest motorcycle companies. Perception of the customers towards Royal Enfield and its products can be ascertained through this study.

The company has 237 countrywide showrooms. It expects to sell over 1000 units every month. The company has three main models, Thunderbird, Classic, Continental GT and Bullet, which have a further 11 variants based on engine size, features and technology. By the end of 2021, the company aims to produce 12,500 units per month from the new plant. It can double or triple production to meet export demand. The company exports to 30 to 40 countries, including the US.

OBJECTIVES

- To find out the factors that changes the customer's buying behaviour towards the Royal Enfield a Royal Enfield product.
- To identify the customer preferences towards the Royal Enfield Bikes.
- To find the satisfaction level of customers towards Royal Enfield brand.
- To find the most liked Royal Enfield Bikes and most liked feature

SCOPE OF STUDY

This study deals with the factors that affects the sales of the Royal Enfield Motors

This study will give solutions to the rising problems in Royal Enfield Motors in the area of customer satisfaction

The customer satisfaction on the existing product is only covered in this study and not the future product. So it will be helpful in changing the future products according to the customer preferences

The results of the study would give information about the preferences and choices of the consumers and the customer's expectations from Royal Enfield bikes and

It will also help the company to understand the potential of the market and target the right customers to increase the sales of the business to attain the profit maximization

REVIEWS

- **MAXHAM(2001)** states in their study on the customer perception is a outcome of purchase in which the customer compares the cost and the rewards received from the product from the incurred cost with the anticipated consequences. The study states that the customer requires the level of satisfaction to equal or more than the cost given by him on the purchase of such product.
- **KOTLER(2006)** states that the consumer satisfaction is a feeling of pleasure or disappointment of the customer after comparing the performance of the product against the expected performance results. If comparison results in a positive manner it might also lead to increase in the sale of the product.
- **HANIF,HAFEZ&RIAZ(2010)** in their study on the customer satisfaction states that the customer satisfaction is an evaluation of differences between prior expectations about the product and its actual performance that is experienced by the customer themselves their also said that consumer satisfaction the reaction of the customer towards a product.
- **YUAN HU, CHING-CHAN&CHENG,HOMG(2010)** states in their research that no one is important than the customer and their satisfaction for a business. Customer satisfaction is the ultimate objective through improvement in services in terms of competitiveness. It also saves the future and revenue and helps in the future cost reduction.
- **SUYASH UDARE, AKSHAY JANANI(2020)** insist in that the age difference in the people creates a major differences in the customer preferences in the purchase of a product. In case of the Royal Enfield the people o age 18-25 are well aware of the Royal Enfield bikes and the people of age above 50 are not much favourable with the purchase of the Royal Enfield bikes due to its maintenance and post retirement expenses.

STATEMENT OF PROBLEM

The main motive of every company is to increase the profit of the business through sales as well as the cost minimization. In the present Royal Enfield company the sales of the motor bikes have been gradually decreasing through out the year.

Area of problem

- Price of the bike
- Cost of sales and spare parts
- Behaviour of sales executives
- Low mileage

The problem lies with the complaints received from the customers regarding the engines of the bikes. This study on the consumer satisfaction is made to know the areas of defectiveness and the need for improvement in the bikes to increase the sales of the bikes to increase the profit of the business.

RESEARCH METHODOLOGY

Research methodology refers to the techniques used in the study of the customer satisfaction towards the Royal Enfield. The research methodology covers the area on which the study is made and the sources used to collect the data for the study and come to an conclusion.

COMPANY PROFILE

The Indian automobile industry has historically been a good indicator of how well the economy is doing, as the automobile sector plays a key role in both macroeconomic expansion and technological advancement. The two wheeler segment dominates the market in terms of volume, owing to a growing middle class and a huge percentage of India's population being young

Royal Enfield Asian Indian multinational motorcycle manufacturing company with the tag of the oldest global motorcycle brand in continuous production manufactured in factories in Chennai in India. Licensed from Royal Enfield by the indigenous Indian Madras Motors, it is now a subsidiary of Eicher Motors Limited, an Indian automaker.

The company makes classic-looking motorcycles including the Royal Enfield Bullet, Classic 350, Meteor 350, Classic 500, Interceptor 650, Continental and many more. Royal Enfield also make adventurous and off roading motorcycles like Royal Enfield Himalayan. Their motorcycles are equipped with single cylinder and twin-cylinder engines. First produced in 1901, Royal Enfield is the oldest motorcycle brand in the world still in production, with the Bullet model enjoying the longest motorcycle production run of all time.

A new company called Enfield Autocar Company Limited was established in Redditch in 1906 and a new plant was established. Within months of the new subsidiary's establishment, the company faced a major financial crisis that led Albert Eddie to sell his controlling power to Birmingham Small

Arms Company. Prior to the sale, Alber Eddie and Bob Walker Smith were appointed directors of BSA. After absorbing the BSA, they started producing military and sporting rifles, pedal and bicycle components, motor cars and motorcycles. Then in 1909 Enfield's first V-twin was launched.

LIMITATIONS OF THE STUDY

- From a large area of Coimbatore city only a limited number of samples were conducted for the purpose of completing the study.
- The responses from the respondents have to be collected in online by filling google forms in the online. There is no proper communication and there might be no proper response from the respondents
- There is a possibility for sampling error during the process of collecting the samples and also the interpretation of the same
- One of the main limitations is the geographical location of the study. The survey was limited to Coimbatore city and Royal Enfield Motors only.

DATA ANALYSIS AND INTERPRETATION

RATING OF FUEL EFFICIENCY

TABLE NO 1
TABLE SHOWING RATING OF FUEL EFFICIENCY

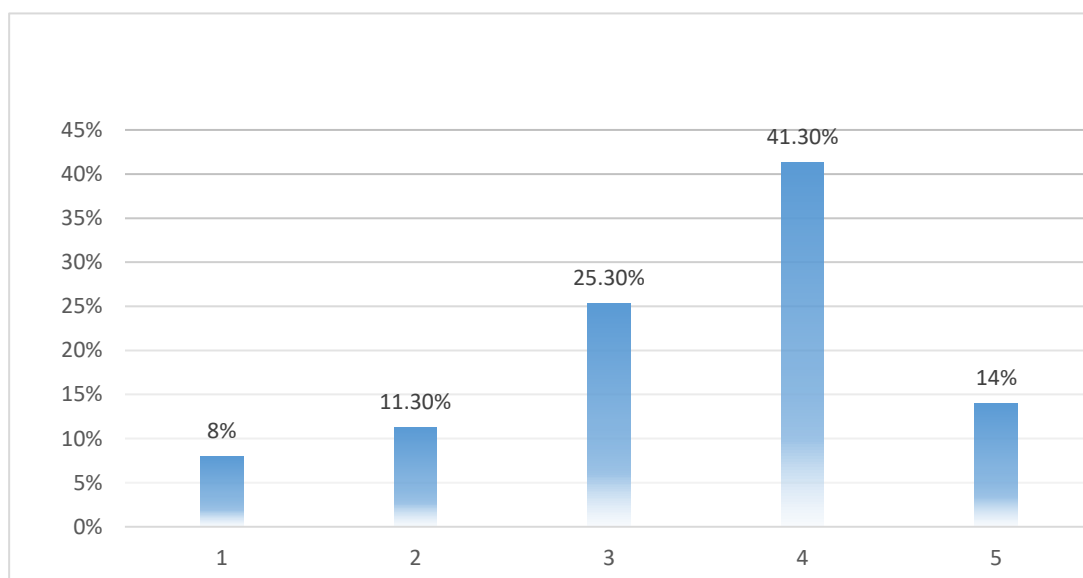
RATING OF FUEL EFFICIENCY	NUMBER OF RESPONDENTS	PERCENTAGE
1	12	8%
2	17	11.30%
3	38	25.30%
4	62	41.30%
5	21	14%
TOTAL	150	100%

SOURCE : PRIMARY DATA

INTERPRETATION

The above table represents that 41.3% have rated 4, 25.3% have rated 3, 14% have rated 5, 11.3% have rated 2 and 8% have rated 1 out of 5 for the fuel efficiency of the Royal Enfield Bikes.

CHART NO 1



RATING OF ACCESSORIES

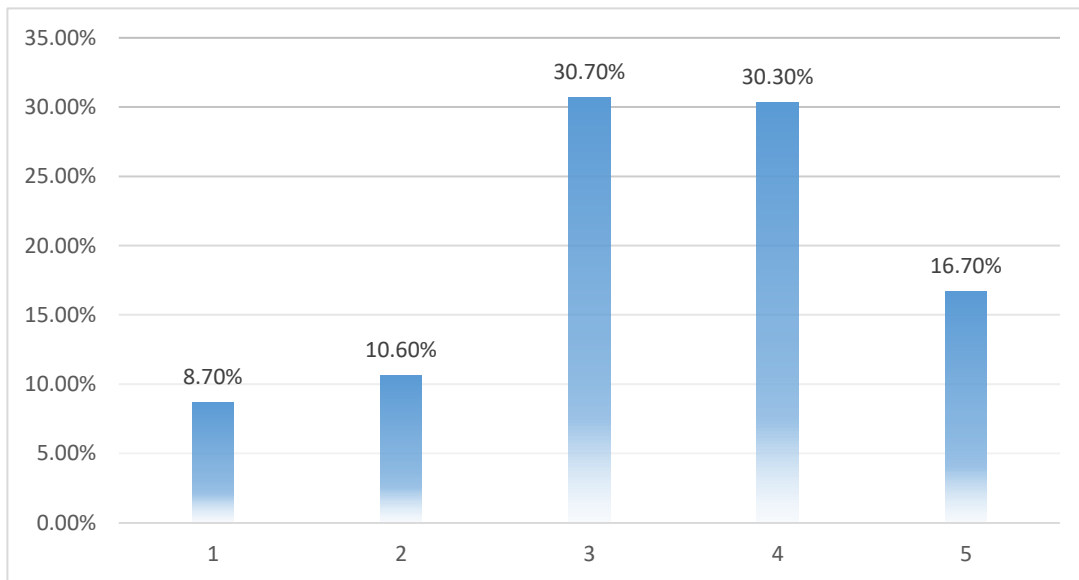
TABLE NO 2
TABLE SHOWING RATING OF ACCESSORIES OF RE

RATING OF ACCESSORIES	NUMBER OF RESPONDENTS	PERCENTAGE
1	18	8.70%
2	16	10.60%
3	46	30.70%
4	50	30.30%
5	25	16.70%
TOTAL	150	100%

SOURCE : PRIMARY DATA

INTERPRETATION

The above table indicates that 30.7% rated 3 and 30.3% have rated 4, 16.7% have rated 5, 10.6% have rated 2 and 8.7% have rated 1 for the accessories of Royal Enfield Motors.

CHART NO 2**FINDINGS, SUGGESTION AND CONCLUSION****FINDINGS:**

- Majority(41.3%) of the respondents rated 3 out of 5 for fuel efficiency.
- Majority(40%) of the respondents rated 4 out of 5 for comfort level.
- Majority(36%) of the respondents rated 3 out of 5 for customer service.
- Majority(45.3%) of the respondents rated 4 out of 5 for build quality.
- Majority(30.7%) of the respondents rated 3 out of 5 for accessories.
- Majority(34%) of the respondents rated 5 out of 5 for handling.
- Majority(43.3%) of the respondents rated 3 out of 5 for colour options.

SUGGESTION:

- The Royal Enfield Motors should focus on the customer care, colour options available on the bikes, accessories spare parts availability of the bikes in order to make the customer more satisfied with the Royal Enfield Bikes.
- The most common issue faced by the users according to the respondents is the mileage given by the bikes per kilometre. Royal Enfield should try to produce bikes with more mileage per kilometre without decreasing the other features like price, design, speed of the bike and the

- The most liked bike is the RE Himalayan 450, the most liked feature is the popularity and the design. Hence, the bikes with high advertisement campaign and design can increase the sales of the bikes.

CONCLUSION

Based on the comprehensive analysis of consumer satisfaction towards Royal Enfield motorcycles, it is evident that the brand holds a significant appeal among its customer base. The study revealed a strong affinity towards Royal Enfield's classic design, robust build quality, noise and vibration level and engine power. However, areas for improvement were identified, particularly in after-sales customer service and cost of services were considered high, spare parts availability is also a concern for the customer satisfaction. Most of the users were male so the Royal Enfield can also take initiative to encourage women users. The price is considered high, it can be reduced substantially. If the Royal Enfield Motors manage to give good customer service and reduce the price and cost of service, it can attain maximum level of customer satisfaction.

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