A STUDY ON CUSTOMER SATISFACTION TOWARDS
ROYAL ENFIELD BIKE IN TIRUPPUR 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 ironic 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.

1. Introduction

This market survey report is based on the survey, which has been done in the Tiruppur
City. The main objective of the survey is to study the customer satisfaction towards Royal
Enfield. The data used for the analysis is primary data and collected through the use of
questionnaire. The respondents were the customer of Royal Enfield. 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. As
far as the motorcycle brand goes, though, it would appear that Royal Enfield is the only
motorcycle brand to span three centuries, and still going, with continuous production.
Product range has widened and the customer has evolved. Customer satisfaction plays a
crucial role in enabling an organization to change and develop with customers. In this
context study is conducted with special reference to customer satisfaction. A company can
earn more profits only when it has strong customer care towards product and services
offered by the company. So to have strong customer care it has to provide a competitive
price further advertising to increase.

2. Objectives of the study

[1] To evaluate the attitude of young generation towards Royal Enfield.
[2] To know about the experience after purchase relating various parameters (Service,
bike performance, mileage etc.).
[3] To identify the factors influencing in selection of Royal Enfield.
3. Scope of the study

[1] The study will bring out the extent of customer satisfaction level of Royal Enfield in Tiruppur city.
[2] The study will point out the different problem being faced by customers of Royal Enfield company.
[3] This study will help the company to take any decision regarding the upbeat of customer satisfaction.
[4] The study will also attend to act as a reference to the other player of the same industry.

4. Statement of problem

Royal Enfield is a company which started its business in 1948 with its product such as bullet and has been a prestigious brand and lived up to its name like a royal till date. Royal Enfield has done quite well all over the world but it has done marvelous business in South India, especially in Tiruppur city. As the competition from several 100cc two-wheelers is rising, it is very interesting to know whether the current customers of Royal Enfield Bullet are happy with the brand and their opinion about various attributes of Royal Enfield Bullet and their satisfaction.

5. Research methodology

In this study have been comprised both descriptive & analytical methods. The Primary data have been collected from the respondents are beneficiaries of the study. The secondary data have collected from the books, journals, magazines, newspaper, website and so on.

Sampling Design

The researcher has been collected the data from 75 respondents in Royal Enfield bike users in Tiruppur city.

Geographical Coverage

This study covered in Tiruppur city only.

Period of the study

The study covers the period of about July to September 2018.

Field Work and Data Collection

Field work of this was study carried on by the researcher from July. The researchers have been used through interview schedule for collection of primary data from the beneficiaries of Tata Salt users.

Data Processing

After completing the data collection thoroughly checkup was made by the researcher. Then the researcher has prepared a tally mark sheet for the purpose of classifying the data with the help of the tally mark sheet the master table was prepared and finally to classified the table where prepared for further analysis and interpretation of data.
6. Limitations of the study

[1] This research is geographically restricted to Tiruppur city only. Hence the result cannot be extrapolated to other places.
[2] The study is restricted only to the organized sector of two wheeler industry.
[3] Sample size was confined to 75 respondents keeping in view of time and cost constraints.
[4] The time stipulated for the project to be completed is less and thus there are chances that some information might have been left out, however due care is taken to include all the relevant information needed.
[5] Findings are based on sample survey. The information executed by respondents may or may not be true because some respondents may not be serious. However all possible has been made to collect the information as authentically as possible.
[6] It was difficult to find respondents as they were busy in their schedule, and collection of data was very difficult.

7. Review of literature

(Preusser et al., 1995) Motorcycles, which are a small subset of all motor vehicle, are greatly overrepresented in fatal motor vehicle accidents. In the United States, the death rate per registered motorcycle (59 per 100,000) is approximately three times the death rate per registered passenger car (17 per 100,000). Death rate calculated per vehicle, however, do not take into account the substantially lower mileage travelled by motorcyclists. Per mile travelled, the death rate for motorcycles is estimated to be 22 times higher than the comparable death rate for passenger cars. In an earlier study, Wulf et al. (1989) estimated the death rate for motorcycle riders of about 35 per 100 million miles of travel compared with an overall vehicle death rate of 2.57 per 100 million miles. In Great Britain in 2002, the “Killed or Seriously Injured” (KSI) casualty rate was 147 per 100 million vehicle kilometer for two wheeled motor vehicle, whilst for car users the rate was 5 per 100 million vehicle kilometers (DFT, 2003a). Besides the higher death rate, motorcyclists are more likely to be injured when involved in an accident. Hurt et al. (1981) found that drivers involved in crashes with motorcycles were more likely to be unfamiliar with motorcycles. they shows drivers who also ride motorcycles and those with family members or close friends who ride are more likely to observe motorcyclists and less likely to collide with them. This indicates that drivers can see motorcyclists, whom they might otherwise overlook, if they mentally train themselves to do so. Some experts adduce an "expectancy" phenomenon. They follow research on vigilance and say that road users become conditioned to respond more to the visual cues provided by other vehicle than those of motorcycles because of their greater size and frequency on the road.

Venkataramani, (1990) The successful establishment of a bike around that time was facilitated by a complex of social, economic and political factors. The first and probably most vital condition for the emergence of the bike lay in a growing demand scenario for a small and fuel efficient bike. Specifically, there was an accumulated demand which is not only constituted by potential first time buyers at the entry level – e.g. scooter or motobike owners who seek car ownership – but also by extant vehicle owners who had a huge replacement demand given an average vehicle life of 25 years at the time.

Chi-square analysis - 1

Null hypothesis H0: There is no relationship between income to various model of Royal Enfield bike.

Alternative hypothesis H1: There is a relationship between income to various model of Royal Enfield bike.
Expected Frequency = \[ \frac{\text{Row Total x Column Total}}{\text{Total Frequency}} \]

<table>
<thead>
<tr>
<th>Various model of Royal Enfield</th>
<th>Up to Rs.10,000</th>
<th>Rs.10,001-15,000</th>
<th>Rs.15,001-20,000</th>
<th>Rs.20,000 &amp; above</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Royal Enfield 350</td>
<td>1</td>
<td>2</td>
<td>3</td>
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<td>Royal Enfield 500</td>
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<td>15</td>
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<td>Royal Enfield Machismo</td>
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<td>4</td>
<td>4</td>
<td>12</td>
</tr>
<tr>
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<td>8</td>
</tr>
<tr>
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<td>0</td>
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<td>13</td>
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<td>20</td>
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<tr>
<td><strong>Total</strong></td>
<td><strong>4</strong></td>
<td><strong>18</strong></td>
<td><strong>38</strong></td>
<td><strong>40</strong></td>
<td><strong>100</strong></td>
</tr>
</tbody>
</table>

\[ \sum (O_i - E_i)^2 \]
Table value: $\chi^2 = (r-1) (c-1) \frac{d.f.}{d.f.} = (8-1) (4-1) \frac{d.f.}{d.f.} = (7) (3) \frac{d.f.}{d.f.} = 21 \frac{d.f.}{d.f.} = 32.6705$

Inference: Chi-square calculated value is greater than the Chi-square table value. Hence we rejected Ho

Conclusion: H1: There is a relationship between respondents income to various model of Royal Enfield bike company.

**Chi-Square Analysis - 2**

Null hypothesis H0: There is no relationship between level of satisfaction on mileage given to Royal Enfield bike.

Alternative hypothesis H1: There is a relationship between level of satisfaction on mileage given to Royal Enfield bike.

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<tr>
<th>Mileage given to Royal Enfield</th>
<th>45km. and above</th>
<th>40-45</th>
<th>35-40</th>
<th>30-35</th>
<th>Below 30</th>
<th>Total</th>
</tr>
</thead>
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<td>Highly satisfied</td>
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<td>4</td>
<td>2</td>
<td>17</td>
<td>12</td>
<td>3</td>
</tr>
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<td>Satisfied</td>
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<td>Dissatisfied</td>
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<td>2</td>
<td>1</td>
<td>2</td>
</tr>
<tr>
<td>Highly dissatisfaction</td>
<td>Highly dissatisfied</td>
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<td>0</td>
<td>1</td>
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<td>0</td>
</tr>
<tr>
<td>Total</td>
<td>17</td>
<td>20</td>
<td>28</td>
<td>25</td>
<td>10</td>
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<td>(O_i)</td>
<td>(E_i)</td>
<td>(\Sigma (O_i - E_i)^2)</td>
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<td>0.4</td>
<td>0.4</td>
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</tbody>
</table>

\[ \chi^2 = (r-1)(c-1) \text{ d.f.} = (5-1)(5-1) \text{ d.f.} = (4)(4) \text{ d.f.} = 16 \text{ d.f.} = 26.296 \]

Inference:

\(\chi^2\) calculated value is greater than the \(\chi^2\) table value. Hence we Rejected Ho.

**H1:** There is a relationship between level of satisfaction on mileage given to Royal Enfield bike.

**8. FINDINGS**

[1] 8% of the respondents has Royal Enfield 350, 10% of the respondents has Royal Enfield Bullet 500, 9% of the respondents has Royal Enfield Electra 4s, 18% of the respondents has Royal Enfield Lighting 535, 15% of the respondents has Royal Enfield Electra 5s, 12% of the respondents has Royal Enfield Machismo, 8% of the
respondents has Royal Enfield Thunder Bird, and 20% of the respondents has Royal Enfield classic.

[2] □ 45% of the respondents purchase Royal Enfield bullet through by cash, whereas 55% of the respondents purchase their bullet through by loan.

[3] □ 13% of the respondents aware of Royal Enfield bullet through news paper, 16% of the respondents aware of Royal Enfield bullet through magazines, 22% of the respondents aware of Royal Enfield bullet through friends, 18% of the respondents aware of Royal Enfield bullet through TV advertisements, 10% of the respondents aware of Royal Enfield bullet through Website/blogs and 2% of the respondents aware of Royal Enfield bullet through show room.

[4] □ 17% of the respondents say their bike gives above 45Km mileage per litre, 20% of the respondents say their bike gives 40-45Km mileage per litre, 28% of the respondents say their bike gives above 35-40Km mileage per litre, 25% of the respondents say their bike gives above 30-35Km mileage per litre, and 17% of the respondents say their bike gives below 30Km mileage per litre.

[5] □ 38% of the respondents highly satisfied with Royal Enfield bullet, 28% of the respondents satisfied with Royal Enfield bullet, 20% of the respondents moderately satisfied with Royal Enfield bullet, 10% of the respondents dissatisfied with Royal Enfield bullet, and 4% of the respondents highly dissatisfied with Royal Enfield bullet.

[6] □ 40% of the respondents purchase Royal Enfield bike through showroom, 22% of the respondents through directly purchase, 20% of the respondents purchase through second hand, and 18% of the respondents purchase Royal Enfield bike through used vehicle dealership.

[7] □ 32% of the respondents feel that spare parts of Royal Enfield are readily available in the market, 25% of the respondents feel that spare parts of Royal Enfield are not readily available in the market, 23% of the respondents feel that not having good spare parts supply in the market, and 20% of the respondents feel the spare parts of Royal Enfield bike is major head ache.

[8] □ 35% of the respondents feel no problem after purchasing of Royal Enfield bike, 22% of the respondents feel high maintenance to Royal Enfield bike, 17% of the respondents feel poor after sales service, 20% of the respondents feel high price and low mileage, and 6% of the respondents feel noisy vehicle.

[9] □ 4% of the respondents say that the power and pick up of Royal Enfield bike is poor, 15% of the respondents say that the power and pick up of Royal Enfield bike is average, 37% of the respondents say that the power and pick up of Royal Enfield bike is good and 44% of the respondents say that the power and pick up of Royal Enfield bike is excellent.

[10] □ 11% of the respondents say that the comfort and safety of Royal Enfield bike is poor, 17% of the respondents say that the comfort and safety of Royal Enfield bike is average, 32% of the respondents say that the comfort and safety of Royal Enfield bike is good and 40% of the respondents say that the comfort and safety of Royal Enfield bike is excellent.

[11] □ 6% of the respondents say that the after sale service of Royal Enfield bike is poor, 10% of the respondents say that the after sale service of Royal Enfield bike is average, 36% of the respondents say that the after sale service of Royal Enfield bike is good and 48% of the respondents say that the after sale service of Royal Enfield bike is excellent.

[12] □ 35% of the respondents choose to service their bike through showroom, 25% of the respondents choose to service their bike through well known bullet mechanic, 30% of the respondents choose to service their bike through nearby garage, and 10% of the respondents to choose self service.

[13] □ 95% of the respondents opinion is the company taking action towards the customer’s complaints, whereas 5% of the respondents opinion is the company not taking any actions towards the customer’s complaints.
90% of the respondents recommend to others for purchasing of Royal Enfield bike, whereas 10% of the respondents not recommend to others for purchasing of Royal Enfield bike.

9. Suggestions

1. 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.

2. 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.

3. Weak follow up from dealerships- It was observed during the study that Royal Enfield was quite weak in following up with prospective customers.

4. Measures should be taken to improve its dealership- Showrooms are very small in size and do not reflect the quality and scale of Royal Enfield in the market.

5. 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 rude to the customers, parts of the bike are not easily available in the market. This is the major drawback in capturing the market share so Royal Enfield should take some better steps to satisfy and retain their customers.

6. Increase in customer query response- During the study it was found that dealers are not satisfying the queries of customers and so suggested to increase customer query response by dealers.

7. Youth oriented promotion- Company should focus more on younger generation as it can increase sales and market share in Tiruppur city.

8. Purchasing way of customers- Customers are easily affording the price of Royal Enfield bikes and they are not feeling much problem with the amount. But the company should also take some steps towards making purchase easier through bank loans and EMI’s.

9. Marketing communication- It should focus on satisfying the needs for Respect, Power, Safety and Comfort.

10. Brand ambassador- A non-flamboyant well-built brand ambassador may be chosen to represent the Brand. It is necessary for Royal Enfield to have a brand ambassador from India to connect with the Indian customer.

11. Build iconic status- Royal Enfield should concentrate on building around the iconic status it already enjoys if it plans to attract customers migrating to other manufacturers.

10. 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. 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.

11. Bibliography


