

IJRAR.ORG

E-ISSN: 2348-1269, P-ISSN: 2349-5138



**INTERNATIONAL JOURNAL OF RESEARCH AND
ANALYTICAL REVIEWS (IJRAR) | IJRAR.ORG**

An International Open Access, Peer-reviewed, Refereed Journal

RESEARCH REPORT

(BBA)

On

**“A STUDY ON CUSTOMER SATISFACTION TOWARDS ROYAL
ENFIELD BIKES, DELHI NCR”**

Towards partial fulfillment of Bachelor of Business

Administration (BBA)

at (GALGOTIAS

UNIVERSITY)



GUIDED BY:
DR. MD. CHAND RASHID

SUBMITTED BY:
ABDULBASIT TAUHID
20GSOB1010424

CHAPTER 1 INTRODUCTION

INTRODUCTION TO MARKETING

Marketing is the process of performing market research, selling products and/or services to customers and promoting them via advertising to further enhance sales. It generates the strategy that underlies sales techniques, business communication, and business developments. It is an integrated process through which companies build strong customer relationships and create value for their customers and for themselves.

Marketing is used to identify the customer, to satisfy the customer, and to keep the customer. With the customer as the focus of its activities, it can be concluded that marketing management is one of the major components of business management. Marketing evolved to meet the stasis in developing new markets caused by mature markets and overcapacities in the last 2-3 centuries. The adoption of marketing strategies requires businesses to shift their focus from production to the perceived needs and wants of their customers as the means of staying profitable.

The term marketing concept holds that achieving organizational goals depends on knowing the needs and wants of target markets and delivering the desired satisfactions. It proposes that in order to satisfy its organizational objectives, an organization should anticipate the needs and wants of consumers and satisfy these more effectively than competitors.

An orientation, in the marketing context, related to a perception or attitude a firm holds towards its product or service, essentially concerning consumers and end-users. Throughout history, marketing has changed considerably in time with consumer tastes.

Contemporary approaches

Recent approaches in marketing include relationship marketing with focus on the customer, business marketing or industrial marketing with focus on an organization or institution and social marketing with focus on benefits to society. New forms of marketing also use the internet and are therefore called internet marketing or more generally e-marketing, online marketing, search engine marketing, desktop advertising or affiliate marketing. It attempts to perfect the segmentation strategy used in traditional marketing.

Customer orientation

A firm in the market economy survives by producing goods that persons are willing and able to buy. Consequently, ascertaining consumer demand is vital for a firm's future viability and even existence as a going concern. Many companies today have a customer focus (or market orientation). This implies that the company focuses its activities and products on consumer demands. Generally, there are three ways of doing this: the customer-driven approach, the market change identification approach and the product innovation approach.

In the consumer-driven approach, consumer wants are the drivers of all strategic marketing decisions. No strategy is pursued until it passes the test of consumer research. Every aspect of a market offering, including the nature of the product itself, is driven by the needs of potential consumers. The starting point is always the consumer. The rationale for this approach is that there is no reason to spend R&D funds developing products that people will not buy. History attests to many products that were commercial failures in spite of being technological breakthroughs.

A formal approach to this customer-focused marketing is known as **SIVA** (Solution, Information, Value and Access). This system is basically the four Ps renamed and reworded to provide a customer focus. The SIVA Model provides a

demand/customer-centric alternative to the well-known 4Ps supply side model (product, price, placement, promotion) of marketing management.

Product → Solution

Price → Value

Place → Access

Promotion → Information

If any of the 4Ps were problematic or were not in the marketing factor of the business, the business could be in trouble and so other companies may appear in the surroundings of the company, so the consumer demand on its products will decrease.

Promotion (marketing)

Promotion is one of the four elements of marketing mix (product, price, promotion, distribution). It is the communication link between sellers and buyers for the purpose of influencing, informing, or persuading a potential buyer's purchasing decision. Fundamentally, however there are three basic objectives of promotion. These are:

1. To present information to consumers as well as others
2. To increase demand

3. To differentiate a product.

Marketing strategy

The field of marketing strategy encompasses the strategy involved in the management of a given product. A given firm may hold numerous products in the marketplace, spanning numerous and sometimes wholly unrelated industries. Accordingly, a plan is required in order to effectively manage such products

CUSTOMER SATISFACTION IN 7 STEPS

1. Encourage Face-to-Face Dealings

This is the most daunting and downright scary part of interacting with a customer.

2. Respond to Messages Promptly & Keep Your Clients Informed

This goes without saying really. We all know how annoying it is to wait days for a response to an email or phone call.

3. Be Friendly and Approachable

CUSTOMER LOYALTY

Obtaining a thorough understanding of customer loyalty is a prerequisite for the execution of the research at hand. For that, the development of customer loyalty research within the framework of relationship marketing will be presented first, before different customer loyalty concepts will be introduced.

TABLE SHOWING KEY FACTORS FOR CUSTOMER SATISFACTION

COMPANY FUNCTION	QUALITY FACTORS
Sales	Product Knowledge
Marketing	Brochure detail Mailing frequently
Distribution	Order Delivery time Order Completeness
After Sales	Problem Response Time Time to Resolve
Accounts	Accuracy Problem Response Courtesy

INDIAN TWO WHEELER MARKET

Ever since the old Lambretta scooter was replaced with the flurry of vibrant two wheeler models, Indian two wheeler industry has seen a phenomenal change in the way they perceive the Indian market. Two wheeler manufacturers are now competing in an ever growing consumer market by bringing out new products and features. The country has now grown into the second largest producer of two wheelers in the world. Currently there are around 10 two-wheeler manufacturers in the country, and they are Bajaj, Hero, Hero Honda, Honda, Mahindra/Kinetic, Royal Enfield, Suzuki, TVS, and Yamaha. The consumer has changed his preference from mopeds to scooters and then to motorcycles. The trends seen in the past few

years include females increasingly using two-wheelers for their personal commutation and various two wheeler manufacturers designing vehicles specially to cater to needs of this segment.

FUTURE PROJECTIONS

- The Indian automobile industry is expected to grow to US\$ 40bn by 2015 from the current level of US\$ 10bn in 2009. By the year 2016 the industry is expected to contribute 10% of the nation's GDP. The industry manufacturers over 11mn vehicles a year employing more than three million people.
- The greatest challenge and competition would be from the Chinese automobile industry. It has been able to give stiff competition to India in terms of productivity, cost of manufacturing and technology. Again the present trend of excess manufacturing capability, reduced margins put additional pressure on the industry.
- It gives the optimistic view about the industry and the overall industry shows positive growths which recommend the investors to keep a good watch on the major's players to benefit in terms of returns on their investments.

RECENT TRENDS IN TWO WHEELER SECTOR

- The international trends suggest that the growth of the two-wheeler markets will continue unabated for some time. In value terms, the BRIC motorcycles market grew by 14.7% between 2006 and 2010 to reach a value of \$32.4 billion (Brazil alone growing by 32% pa). By 2013, the market is forecast to have a value of \$54.7 billion.
- The global motorcycle demand has been growing at 6-7% pa and is estimated to be about 80-85 million units per annum
- Of course, the Indian market is significantly different with the segment below 150 cc being the dominant segment

CHAPTER 2

LITERATURE REVIEW

HISTORY OF THE COMPANY

Mid 19th century England The firm of George Townsend & Co. opened its doors in the tiny village of Hunt End, near the Worcestershire town of Redditch. The firm was specialized in sewing needles and machine parts. In the first flush of enterprise, flitting from one opportunity to another, they chanced upon the pedal-cycle trade. Little did they know then that it was the beginning of the making of a legend. Soon, George Townsend & Co. was manufacturing its own brand of bicycles. And in 1893 its products began to sport the name 'Enfield' under the entity Enfield Manufacturing Company Limited with the trademark '**Made Like a Gun**'. The marquee was born.

INDUSTRY	Motorcycles, Lawnmowers
SUCCESSOR	Royal Enfield Motors (formerly Enfield of India)
FOUNDED	1893, as Enfield Manufacturing Co. Ltd.
DEFUNCT	1971
HEADQUARTERS	Redditch, Worcestershire, England
KEY PEOPLE	Founders Albert Eadie and Robert Walker Smith
PRODUCTS	Royal Enfield Clipper, Crusader, Bullet, Interceptor.

Profile of the Organization

Royal Enfield is the makers of the famous Bullet brand in India. Established in 1955, Royal Enfield (India) is among the oldest bike companies.



Bullet became known for sheer power, matchless



stability, and rugged looks. It looked tailor-made for Indian roads. Motorcyclists in the country dreamt to

drive it. It was particularly a favorite of the Army and Police personnel. In 1990, Royal Enfield ventured into collaboration with the Eicher Group, a leading automotive group in India, in 1990, and merged with it in 1994.

2010 AWARDS

The New Year saw the dawn of India's most prominent automotive show, the Auto Expo 2010. Held between January 5th and 11th at the Pragati Maidan in New Delhi, the event saw more than 400 global brands showcasing new technology, products and show-off concepts. Royal Enfield was also a part of the event, displaying the recently launched Royal Enfield

Classic 500 EFI and the Royal Enfield Classic 350. Chrome and the Royal Enfield Classic

1891 A Little Trouble-Townsend got himself into a bit of financial trouble in about 1890 and



called in some financiers from Birmingham. Unfortunately, they didn't quite see eye to eye. So Townsend parted ways with the financiers leaving the company to them.



1897-Quadricycles

In 1897, R. W. Smith built himself a quadric cycle – a simple bike with four wheels and a French engine placed under the saddle between the rear wheels. During the next two years several developments were made. About then, an Enfield quadric cycle completed the 1,000-miles road trial of 1900 organized by the Automobile Club of Great Britain and Ireland. The Enfield vehicle was awarded the silver medal, although it had its share of troubles and breakdowns.

THE INTERWAR YEARS (1921 - 1930)



1924 The First Four-stroke-The interwar year was a period when the sidecar reached its zenith. In July 1925, the Royal Enfield V-Twin-engine Dairyman's Outfit took part in the ACU Six Days' Trial for Commercial Sidecars and obtained a Special Certificate of Merit for completing an arduous course without loss of marks. The year 1924

saw the launch of the first Enfield four-stroke 350cc single using a JAP engine.

1928-The Depression



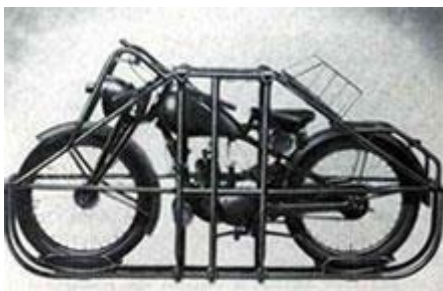
In 1928, Royal Enfield adopted saddle tanks and center-spring girder front forks – one of the first companies to do so. The bikes now with a modern appearance and comprehensive rangemeant continuous sales even during the dark days of depression in Great Britain towards the end of

1930. In 1927 Royal Enfield produced a 488cc with a four-speed gearbox, a new 225cc side-valve bike in 1928, and a four-stroke single in 1931

ESTABLISHING BULLET (1931 - 1940)



1933 The Bullet Arrives-In 1931 a four-valve, single-cylinder was introduced, and christened 'Bullet' in 1932. It had an inclined engine and an exposed valve gear



1940 The Second World War-The most well known offering for the Second World War was no doubt the 'Flying Flea'.

POST WAR BULLETS (1941 - 1950)



1948 Bigger and Better-The 1939 Bullet 350 kick-started the post-war models



1949 The Indian Debut-In 1949, the 350cc Bullet was launched in India, when Madras Motors won an order from the Indian Army for the supply of motorcycles

A TALE OF TWO CITIES (1951 - 1960)

1951-In the UK...Never before in British automobile history had so much been done in a single decade, not just by Royal Enfield, but the every other marquee of the time



1955-Meanwhile in Madras...The Indian Army, the sole reason why the Bullet was brought to India in the first place, insisted that they would continue doing business with Madras Motors only if the Bullet was produced indigenously. The Enfield

India Bullet of the late fifties was quite a different motorcycle from the one we are used to today.

ALL THAT ENFIELD'S ISN'T A BULLET (1971 - 1980)



1973 The Mini Bullet-With the success of the Sherpa, Enfield India launched the 173cc Villiers-powered Crusader in India in 1973.

TOUGH TIMES AHEAD (1981 - 1990)



1983 Here comes the Lightweights-Like the adage that goes, "when the going got tough, that's when the tough get going".



1984 Brand New Vintages-The 80s also saw the Bullet in many different avatars. The Deluxe models appeared, in resplendent chrome and metallic colors, and 12 volt electrical were offered as an option, to aid in brighter lighting and easier starting.

ENFIELD BECOMES ROYAL ENFIELD (1991 - 2000)

1990 Heavy Fuel-The 1990's saw many revolutionary models from the company. The Taurus Diesel was the first production Diesel motorcycle in the world.

ROYAL ENFIELD (2001 - 2010)

2001-The Dare Devils, the motorcycle display team of the Corps of Signals, Jabalpur forms a Human Pyramid of 201 men on 10 Enfield 350cc bikes and rides a distance of more than 200 meters.

2003

The first 'RIDER MANIA' gets together is held in Goa.

REDS are formed in Pune.

The Bullet enters the Automotive 'Hall of Pride' at the ICICI Overdrive awards.

1000 Riders descend on Redditch for the Royal Enfield Owners Club 25th Anniversary.

Royal Enfield is one of the top ten 125-500 cc brands in UK.

2004-The 2004 Bullet Electra is launched.

The retro styled Bullet Machismo is rated 'No.1 Cruiser' in TNS Auto car survey.

2005 Royal Enfield India Celebrates 50 glorious years of motorcycling and unveils a blueprint for the future.

2006

Royal Enfield develops a fully integrated Twin Spark, 5-Speed engine that delivers a dramatic increase in performance and efficiency.

2008

The Thunderbird Twins Park will be the first model to feature Royal Enfield's revolutionary Unit Construction Engine. All the well loved features of the Thunderbird have been retained and enhanced in some cases.

2009

The smaller twin of the Classic 500, the Classic 350 will hold its own against any other motorcycle and then pull some more. Why ride a lesser bike. Nothing more to be said.

CHAPTER 3

RESEARCH METHODOLOGY

INTRODUCTION

Royal Enfield one of the popular brand and highest selling bike in India and outside India (USA, Europe, Australia etc).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

TITLE OF THE STUDY

“A Study on Customer Satisfaction towards ROYAL ENFIELD BIKES, DELHI-NCR.”

STATEMENT OF THE PROBLEM

Customer satisfaction plays a crucial role in enabling an organization to change and develop with customers. Keeping the existing customer contented is generally much easier, takes less time and involves less expense.

OBJECTIVES OF THE STUDY

1. To understand the reasons for purchasing Royal Enfield bikes.
2. To know about the experience after purchase relating various parameters (Service, bike performance, mileage etc).
3. To ascertain the barriers to purchasing a Bullet for a prospective customer.
4. To ascertain the factors that affects the choice of a Bullet as a motorcycle for common man.

5. To propose an effective Promotional campaign plan for brand Royal Enfield.
6. To determine the customer's satisfaction regarding bikes and after sales service.

SCOPE OF THE STUDY

This study includes Customer's response and awareness towards the brand, products and services of Royal Enfield.

RESEARCH METHODOLOGY

The research will be carried out in various phases that constitute an approach of working from whole to part. It includes subsequent phases trying to go deeper into the user's psyche and develop a thorough understanding of what a user looks for while buying a bike.

TOOLS OF DATA COLLECTION

The information relevant for study was drawn from Primary data collected through survey method, which alone was not sufficient. Hence Secondary data was collected to study successfully.

- **Primary data-** In order to find out customer satisfaction regarding bikes of Royal Enfield Primary Data was collected by personally visiting the dealerships and showrooms
- **Secondary data-**The Secondary Data collection involved internet search, browsing magazines, newspapers and articles and papers related to the two wheeler industry in India. Numerous Journals and books related to the topic were also browsed to understand the dynamics of the industry.

SAMPLE DESIGN

The research was carried out in various phases that constituted an approach of working from whole to part. It included subsequent phases trying to go deeper into the user's psyche and develop a thorough understanding of what the user looks for while buying a bike. In order to get a perspective from non-Bullet riders as to what are the reasons for not choosing a Bullet, I administered the same questionnaire to riders who used other motorcycles keeping in mind the time and cost constraints. For the customer satisfaction study a sample of 75 persons was chosen from the in PATNA city. The sample was judgmental and methodology was convenient random sampling.

Size of Sample	75
Sampling technique	Convenient Random Sampling method
Location from which samples were taken	PATNA city

PLAN OF ANALYSIS

- Raw Primary data has been collected with help of questionnaire. The raw data has been tabulated with the help of table.
- From the set of inferences and interpretation, conclusion have been drawn which is followed by suggestions, keeping the objectives in mind throughout the study.

LIMITATIONS OF THE STUDY

- This research is geographically restricted to PATNA city only. Hence the result cannot be extrapolated to other places.
- The study is restricted only to the organized sector of two wheeler industry.

- Sample size was confined to 75 respondents keeping in view of time and cost constraints.
- All interview questions are undisguised or direct.
- This project has been taken up at the undergraduate level and the knowledge and experience of the student is limited and hence may not be professional enough.

OVERVIEW OF CHAPTER SCHEME

Chapter-1 Introduction- It's all about the Introduction part. It mainly consists of introduction to Marketing with its types, approaches, research and market segmentation.

Chapter-2 Research Design- It consists of the title of the study, statement of problem, objectives and scope of the study, operational definitions, research methodology,

Chapter-3 Company Profile- This chapter contains the historical background of the company Royal Enfield, company's vision and objective.

Chapter-4 Data Analysis and Interpretation- This chapter consists of the analysis and interpretation from the data collected through questionnaires, tables and graphs representing it.

Chapter-5 Findings and Conclusion - This chapter contains the findings drawn from the study and final conclusion about the whole project. Also few suggestions are posted.

Chapter-6 Suggestions- This chapter contains some suggestions to the company.

CHAPTER 4

DATA ANALYSIS AND INTERPRETATION

TABLE No.1

TABLE SHOWING-THE PROFILE OF THE RESPONDENTS BASED ON AGE

AGE	NO. OF RESPONDENTS	PERCENTAGE
20-24	30	40%
25-29	19	26%
30-34	14	18%
Above 35	12	16%
TOTAL	75	100%

Analysis

From the above table it is clear that 40% of the respondents are aged between 20 and 24, 26% between 25 and 29, 18% between 30 and 34 and only 16% aged above 35 years.

Interpretation

It is revealed that majority of respondents are between 20 and 29 years. From this we can conclude younger generation and middle age are more interested in Royal Enfield may be because this is the age where they start earning.

GRAPH No.1

GRAPH SHOWING-THE PROFILE OF THE RESPONDENTS BASED ON AGE

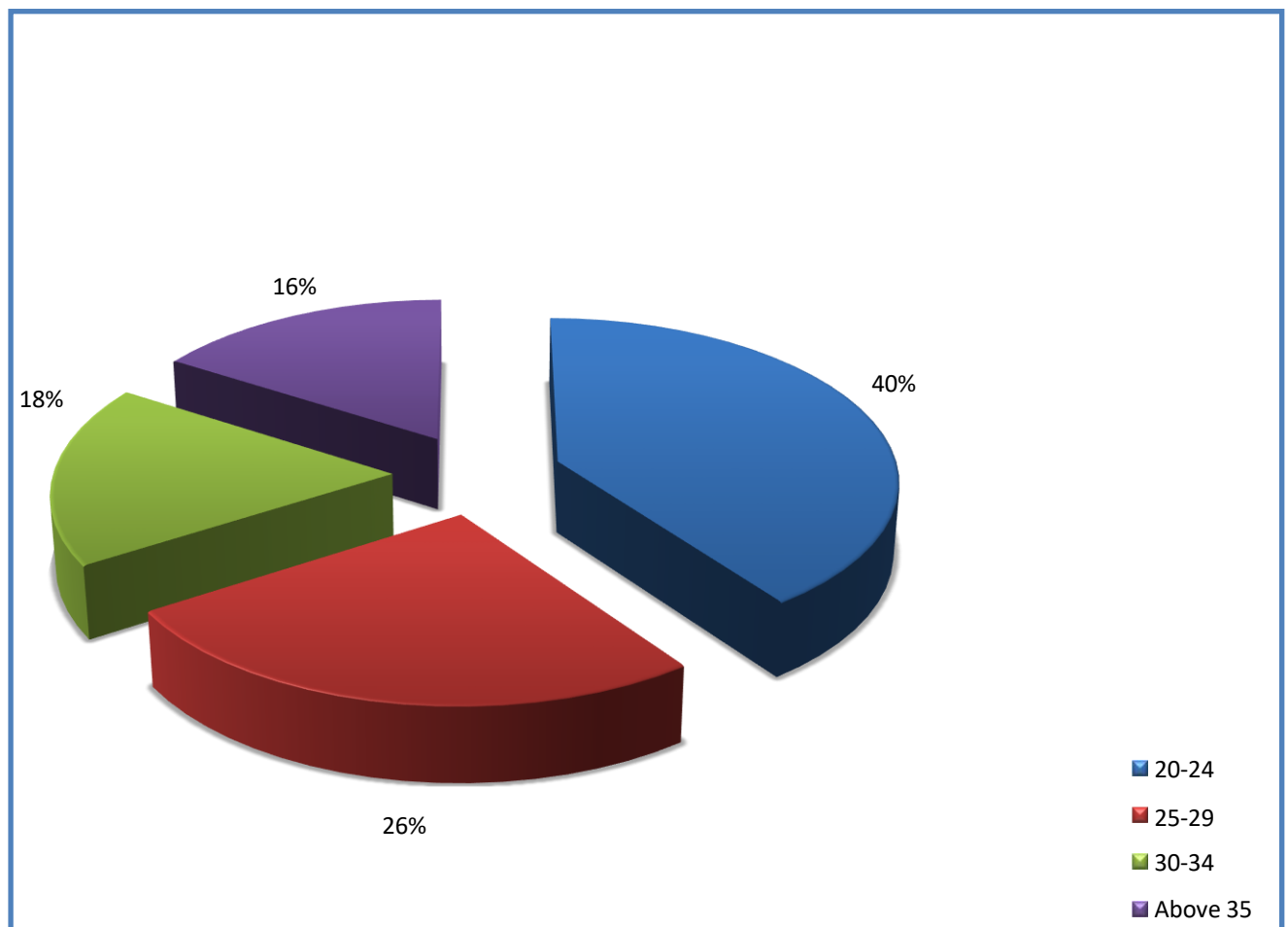


TABLE No.2TABLE SHOWING-THE PROFILE OF THE RESPONDENTBASED ON GENDER

GENDER	NO. OF RESPONDENTS	PERCENTAGE
MALE	69	92%
FEMALE	6	8%
TOTAL	75	100%

Analysis

From the above table it is clear that 92% of respondents were male and female respondents constituted just 8% of total responses.

Interpretation

It is clear that most of the users of Royal Enfield are males mostly because of the manly look of the bikes.

GRAPH No.2

GRAPHSHOWING-THE PROFILE OF THE RESPONDENTS BASED ON GENDER

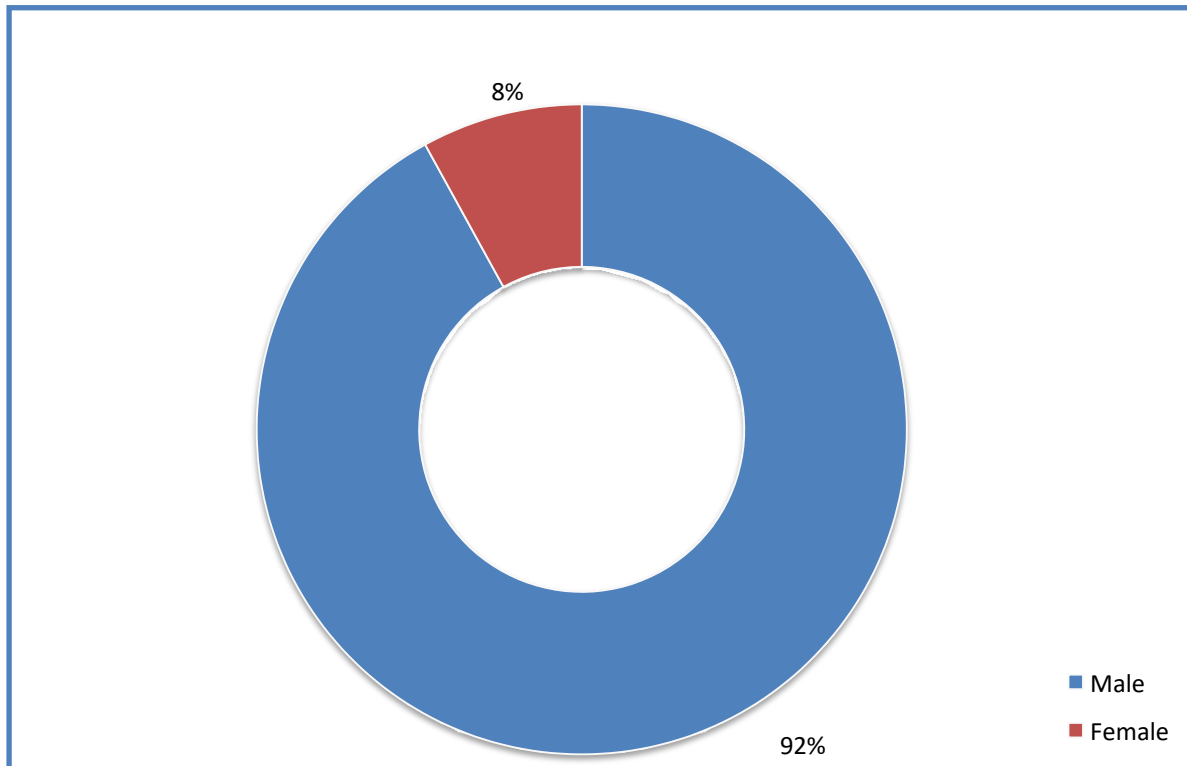


TABLE No.3**TABLE SHOWING-THE OCCUPATION OF RESPONDENTS**

OCCUPATION	NO.OF RESPONDENTS	PERCENTAGE
STUDENT	33	44%
GOVERNMENT SERVICE	5	6%
EX-SERVICEMEN	3	4%
PROFESSIONAL	21	28%
SELF-EMPLOYED	13	18%
TOTAL	75	100%

Analysis

From the above table it is clear that 44% of the respondents were students pursuing their graduation or post graduation studies and 28% were professionals. 18% of the respondents were self employed, 4% were ex-serviceman and 6% belonged to government services.

Interpretation

It is clear that users are mostly Professional males, 20-35 years of age including some students because of the looks and power of the bike.

GRAPH No.3

GRAPH SHOWING-THE OCCUPATION OF RESPONDENTS

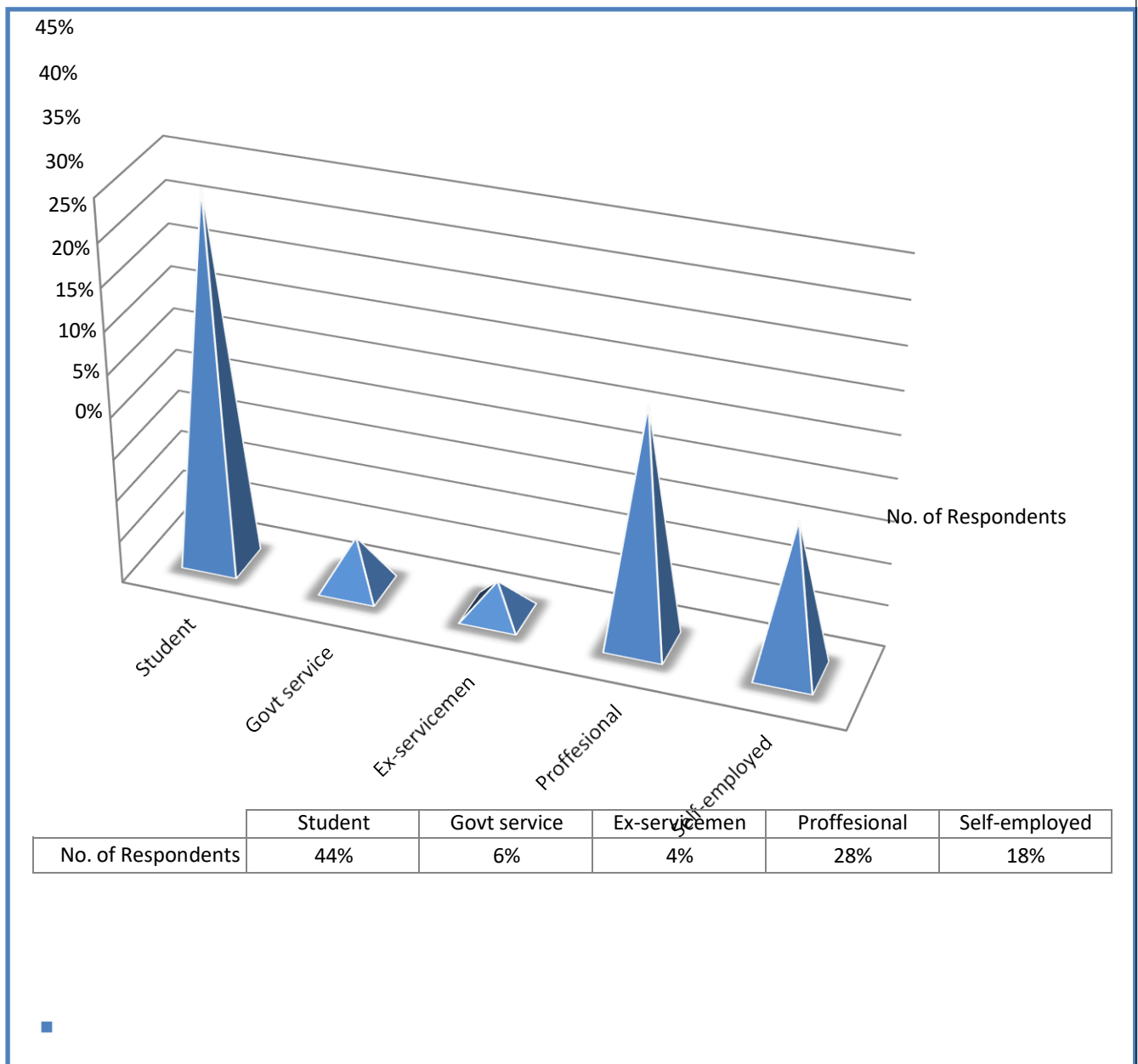


TABLE No.4TABLE SHOWING-THE ANNUAL INCOME GROUP OF RESPONDENTS

INCOME GROUP	NO. OF RESPONDENTS	PERCENTAGE
LESS THAN 1,20,000	39	52%
1,20,001-3,60,000	10	14%
3,60,001-7,20,000	14	18%
ABOVE 7,20,000	12	16%
TOTAL	75	100%

Analysis

From the above table it is clear that 52% of the respondents had an annual income of lesser than 1,20,000, 18% had income between 3,60,001 and 7,20,000, 16% earned more than 7,20,000 per annum and 14% had income between 120001 to 3,60,000.

Interpretation

It shows that Royal Enfield is placing their products in the appropriate and reasonable price range and the people of income bracket less than 1,20,000 can easily afford this Bike.

GRAPH No.4

GRAPH SHOWING-THE ANNUAL INCOME GROUP OF RESPONDENTS

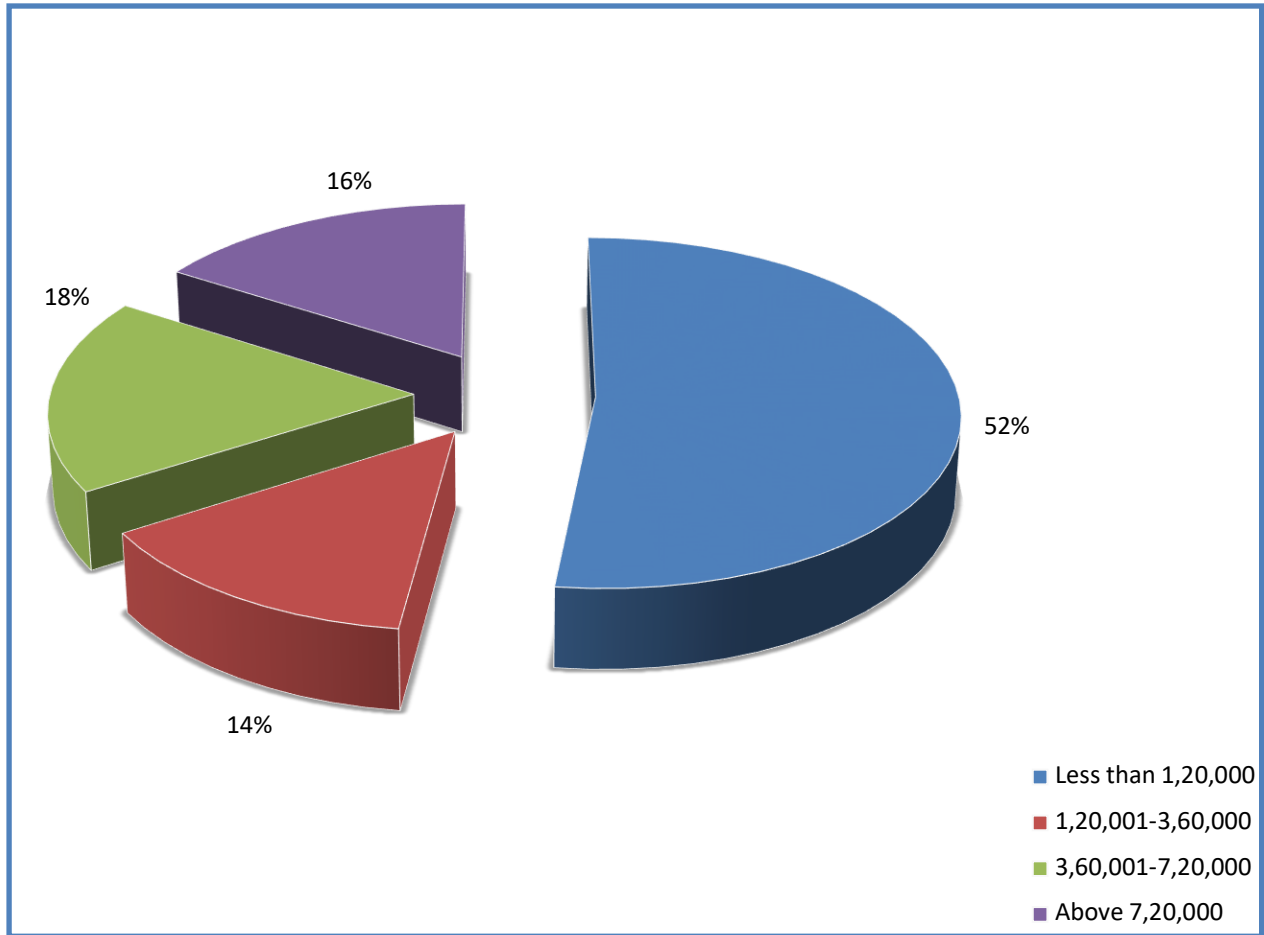


TABLE No.5TABLE SHOWING-THE MODEL OF THE ROYAL ENFIELD THE RESPONDENTS PRESENTLY OWN

MODEL	NO. OF RESPONDENTS	PERCENTAGE
BULLET 500	11	14%
THUNDER BIRD	7	10%
BULLET ELECTRA	15	20%
MACHISMO 500	6	8%
BULLET 350	16	21%
CLASSIC 500/350	17	23%
OTHERS	3	4%
TOTAL	75	100%

Analysis

From the above it is clear that 14% of the respondents own Bullet 500, 10% of them own Thunder Bird, 20% of them own Bullet Electra, 8% of them own Machismo 500, 21% of them own Bullet 350 and 23% of them own Classic 500/350.

Interpretation

It clearly shows that customers are not attracted to only one particular model due to the variants available and because the Classic 500/350 are the newly released models they are fast moving now.

GRAPH No.5

GRAPH SHOWING-THE MODEL OF THE ROYAL ENFIELD THE RESPONDENTS PRESENTLY OWN

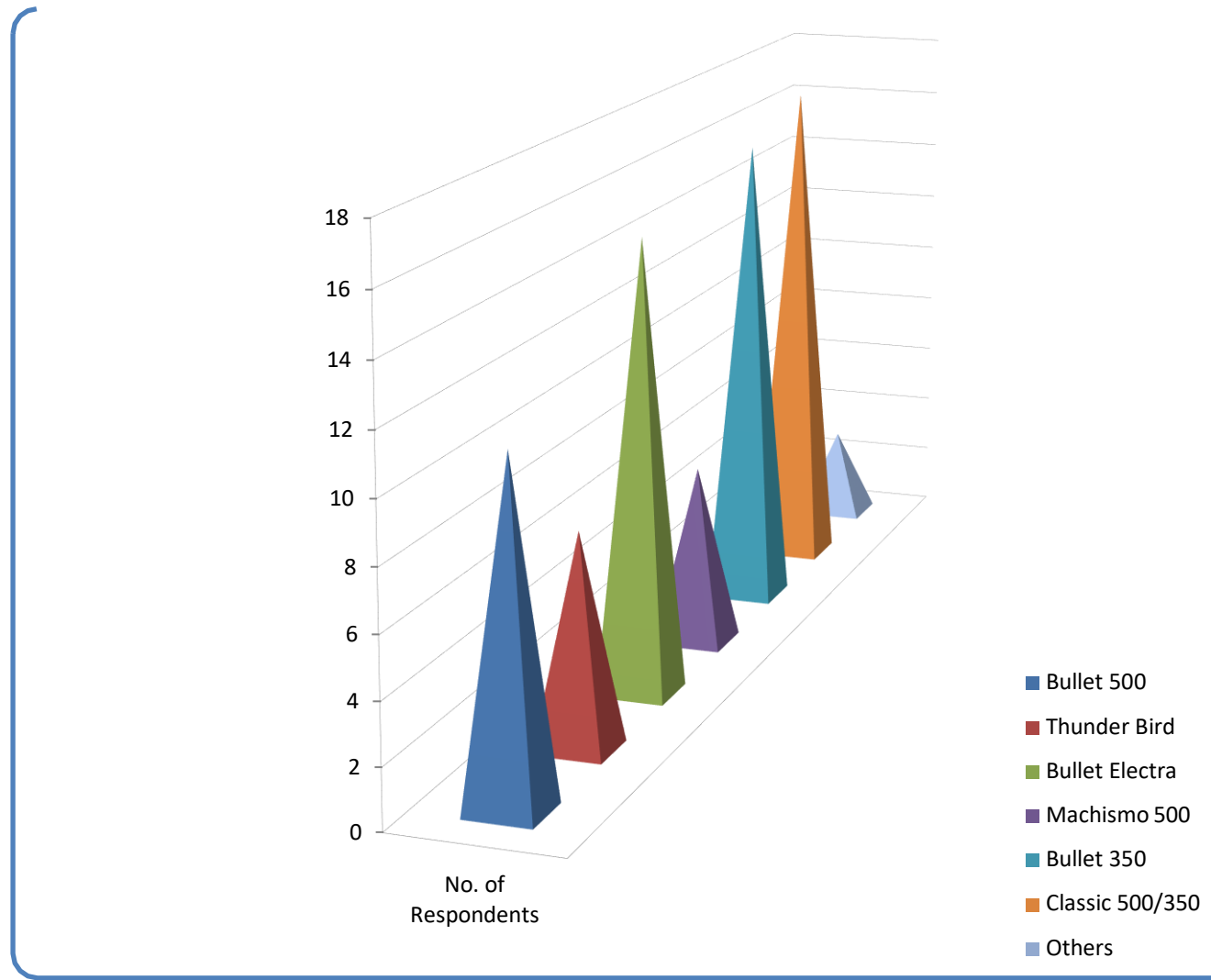


TABLE No.6TABLE SHOWING- THE PURCHASING WAY OF THE CUSTOMERS

PURCHASED BY	NO. OF RESPONDENTS	PERCENTAGE
CASH	54	72%
LOAN	21	28%
TOTAL	75	100%

Analysis

From the table it clearly shows that the products of Royal Enfield are in the acceptable price range, as we can see that purchasing way of the 72% respondents are leading in the CASH sector and 28% on loan basis. Customers are ready to pay for better facilities and technology and they feel that all bikes deserves that price which Royal Enfield is offering.

Interpretation

It is clear that customers are easily affording the price of Royal Enfield bikes and they are not feeling much problem with the amount.

GRAPH No.6

GRAPH SHOWING- THE PURCHASING WAY OF THE CUSTOMERS

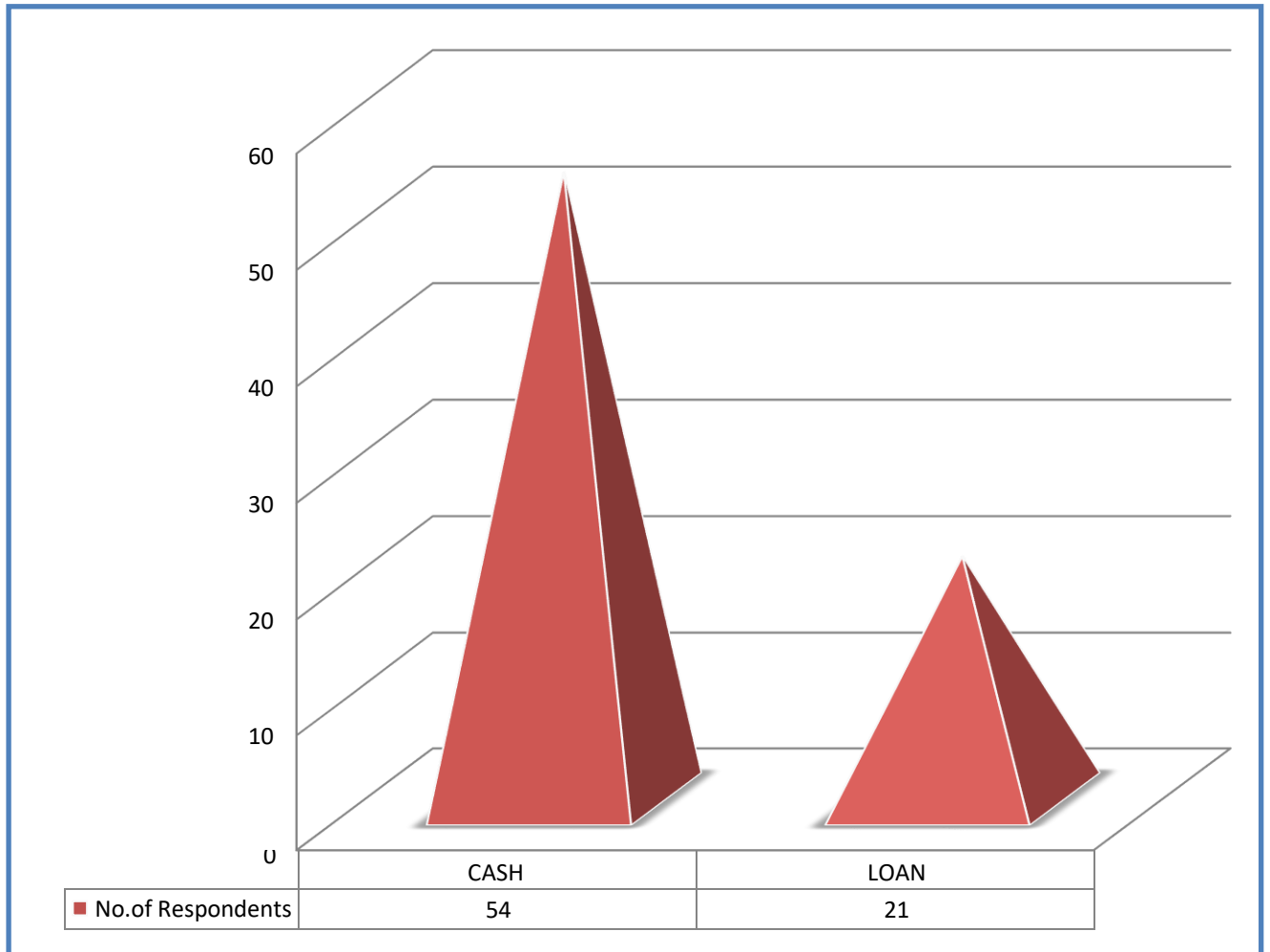


TABLE No.7

TABLE SHOWING- THE NO OF RESPONDENTS CONSIDERING OTHER MOTORCYCLE WHILE PURCHASING ROYAL ENFIELD BIKE

YES/NO	NO. OF RESPONDENTS	PERCENTAGE
YES	27	36%
NO	48	64%
TOTAL	75	100%

Analysis

From the table it clearly shows that 36% of the respondents did go consider or checked for an alternative motorcycle and 64% of them did not consider any other motorcycle while purchasing their Royal Enfield bike.

Interpretation

It is clear that majority of the customers directly chose Royal Enfield as their bike and dint even have a look at the nearest alternative bike and this shows the loyalty of the customers towards the brand Royal Enfield.

GRAPH No.7

GRAPH SHOWING- THE NO OF RESPONDENTS CONSIDERING OTHER MOTORCYCLE WHILE PURCHASING ROYAL ENFIELD BIKE

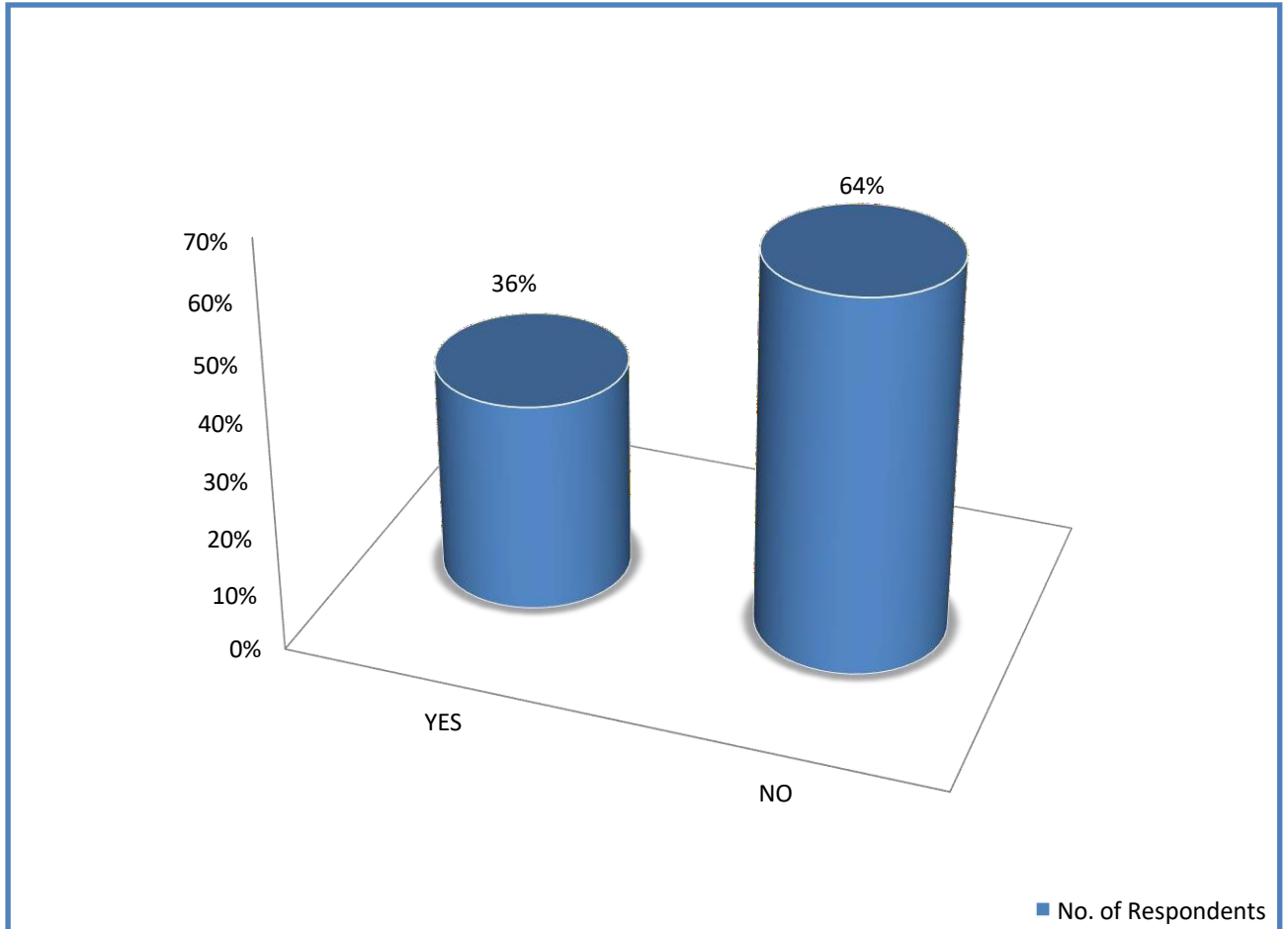


TABLE No.8TABLE SHOWING- THE SOURCE OF AWARENESS FOR CUSTOMERS WHILE BUYING THEIR ROYAL ENFIELD BIKE

MEDIA	NO. OF RESPONDENTS	PERCENTAGE
NEWSPAPERS	6	8%
MAGAZINES	24	32%
FRIENDS	11	14%
ROADSHOW	7	10%
TV ADDS	5	6%
WEBSITE/BLOGS	15	20%
SHOWROOM	7	10%
TOTAL	75	100%

Analysis

As we can see here the major promotional tool which is influencing the customers is Magazines and Website which is around 32% and 20% respectively, after that the source of awareness among customers is a mixed response where in 14% from friends, 10% each from road shows and showroom, finally newspapers consists 8% and 6% from Television adds which is very poor.

Interpretation

It clearly shows that Advertisements are rarely recalled and are highly ineffective amongst non-Bullet riders. It's clear that Royal Enfield should concentrate on its advertising campaign to reach the customers.

GRAPH No.8

GRAPH SHOWING- THESOURCE OF AWARENESS FOR CUSTOMERS WHILE BUYING THEIR ROYAL ENFIELD BIKE

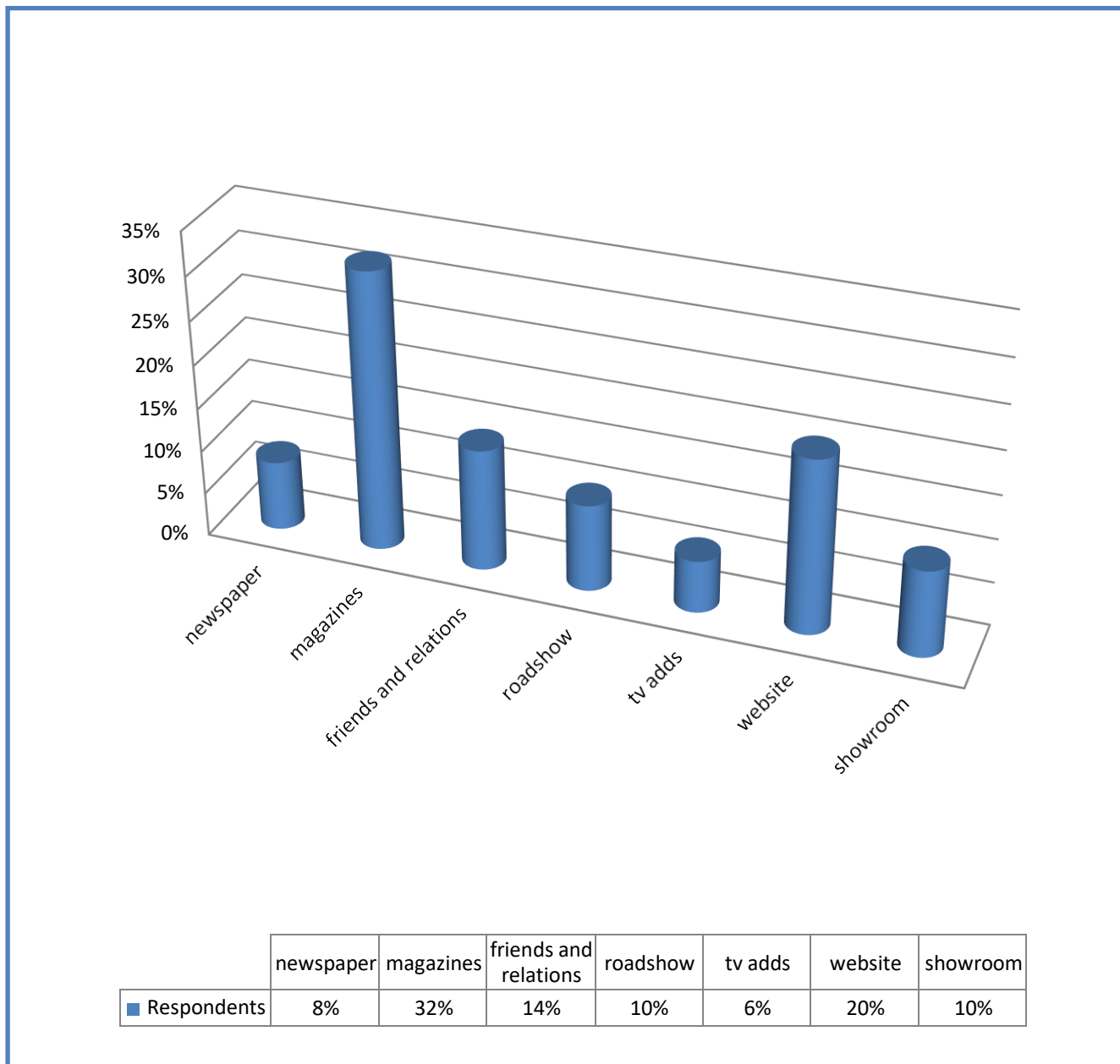


TABLE No.9TABLE SHOWING- THE MILEAGE OF ROYAL ENFIELD AFTER PURCHASE OF BIKE

MILEAGE	NO. OF RESPONDENTS	PERCENTAGE
45km/lit & Above	5	6%
40-45	16	22%
35-40	26	34%
30-35	18	24%
Below 30	10	14%
TOTAL	75	100%

Analysis

From the above table it is clear that 56% of respondents gain mileage of 35-45km/lit which is really good, 24% of them between 30-35km/lit, 14% below 30km/lit and 6% above 45km/lit.

Interpretation

It clearly shows that mileage of the Royal Enfield bikes is economical & mileage between 35 and 40 that too on Indian roads with heavy traffic is a great deal.

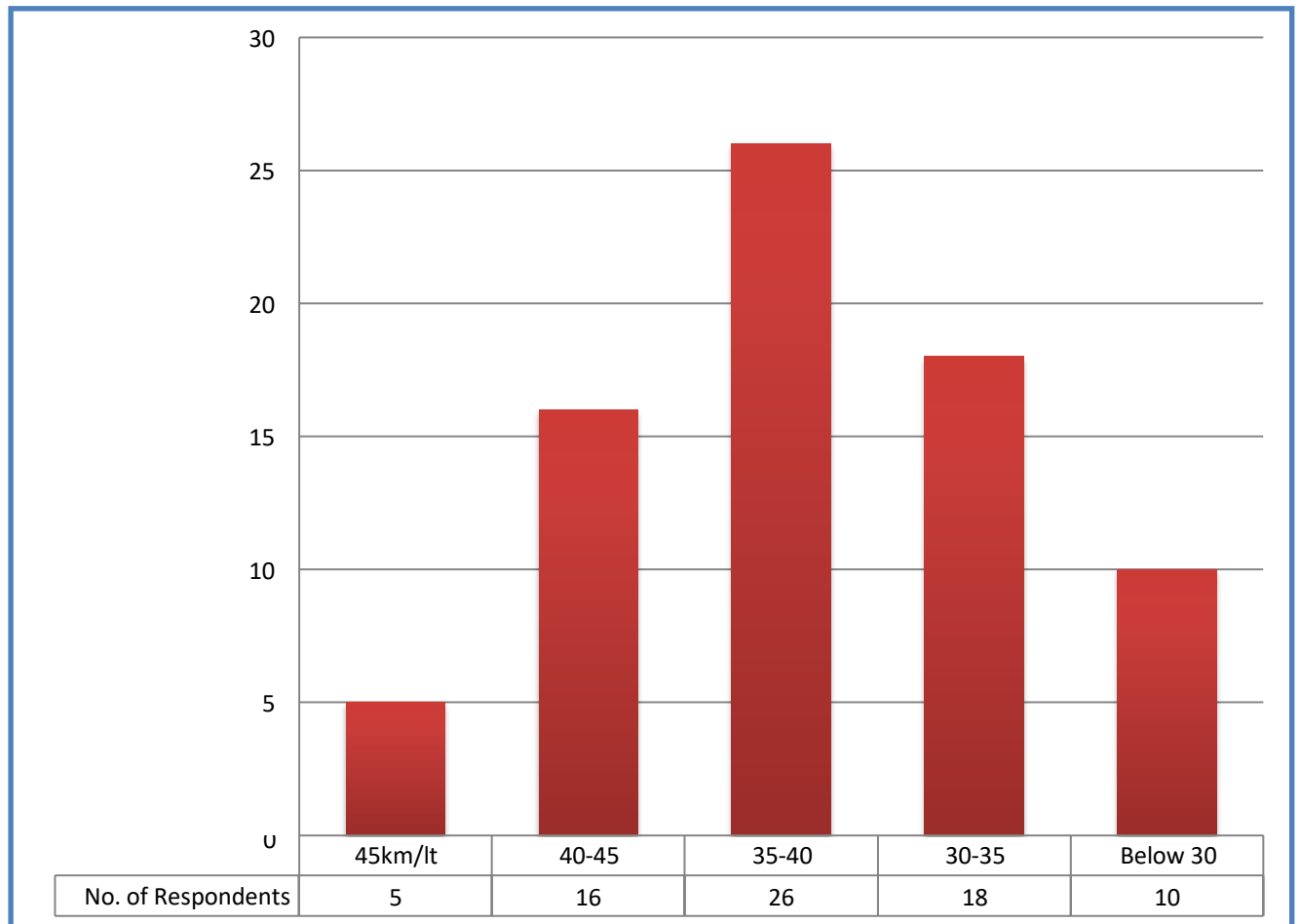
GRAPH No.9GRAPH SHOWING-THE MILEAGE OF ROYAL ENFIELD AFTER PURCHASE OF BIKE

TABLE No.10TABLE SHOWING- THE BREAKDOWN OF BIKES SINCE PURCHASE OF VEHICLE

FREQUENCY OF BREAKDOWN	NO. OF RESPONDENTS	PERCENTAGE
VERY OFTEN	8	10%
RARELY	19	26%
NOT AT ALL	48	64%
TOTAL	75	100%

Analysis

From the above table it is clear that 64% of the respondents say that there is no problems or breakdown of their bikes after purchase, 26% say rarely their bikes get repaired and 10% of respondents say their bikes breakdown very often.

Interpretation

It is clear that most of the Royal Enfield bikes doesn't breakdown at all and it is not problematic and not involved into repair always.

GRAPH No.10

GRAPHSHOWING- THE BREAKDOWN OF BIKES SINCE PURCHASE OF VEHICLE

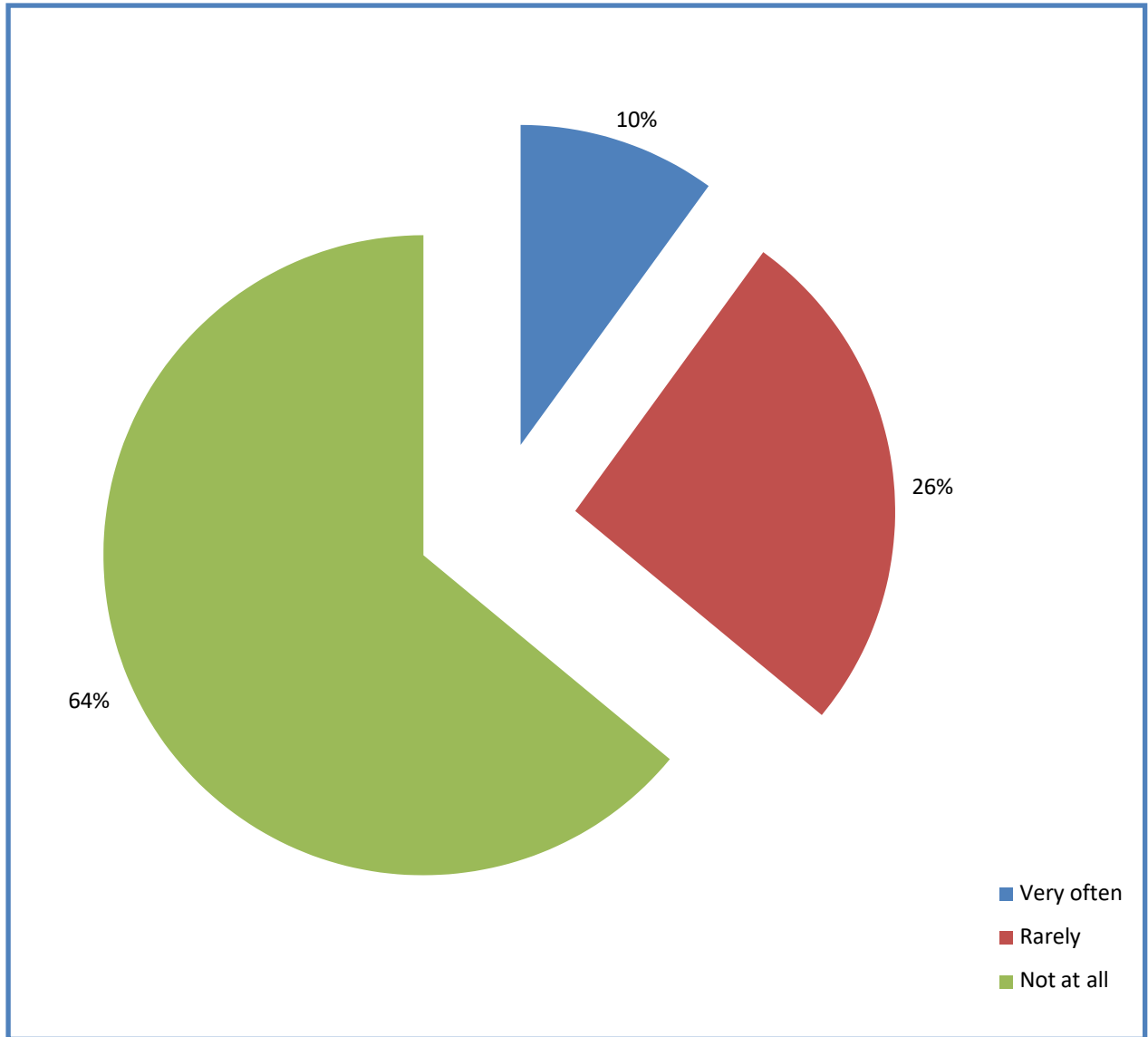


TABLE No.11

TABLE SHOWING- THE PLACE OF PURCHASE OF ROYAL ENFIELD BIKES & THEIR SATISFACTION LEVEL TOWARDS IT

PLACE OF PURCHASE	NO. OF RESPONDENTS	PERCENTAGE
SHOWROOM	48	64%
DIRECT SECOND HAND	22	30%
USED VEHICLES DEALERSHIP	5	6%
TOTAL	75	100%

RESPONSE FOR SATISFACTION	NO. OF RESPONDENTS	PERCENTAGE
YES	57	76%
NO	18	24%
TOTAL	75	100%

Analysis

64% of the Bullet riders prefer to buy their bike from showroom only and 30% may buy it Second hand directly. But none of them buys the bike through brokers which shows that reliability of an outside party is low while making the purchase decision among the Bullet riders. Also 76% of respondents are very much satisfied with the place of purchase of their bike and 24% are not at all satisfied.

Interpretation

It is clear that most of the respondents prefer to buy their bike brand new from showroom only and majority of the customers are very much satisfied with the place of purchase of their Royal Enfield bike. This also shows there is more demand for new bikes.

GRAPH No.11

GRAPH SHOWING- THE PLACE OF PURCHASE OF ROYAL ENFIELD BIKES AND THEIR SATISFACTION RESPONSE TOWARDS IT

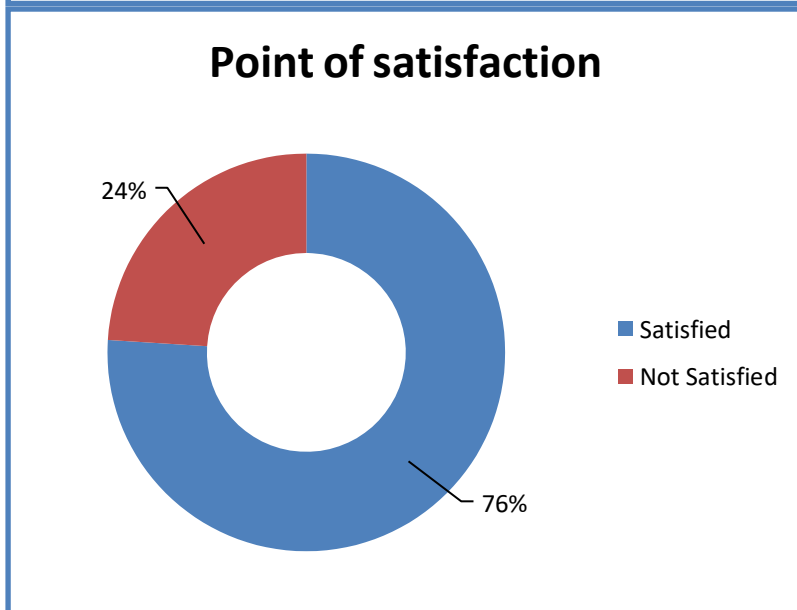
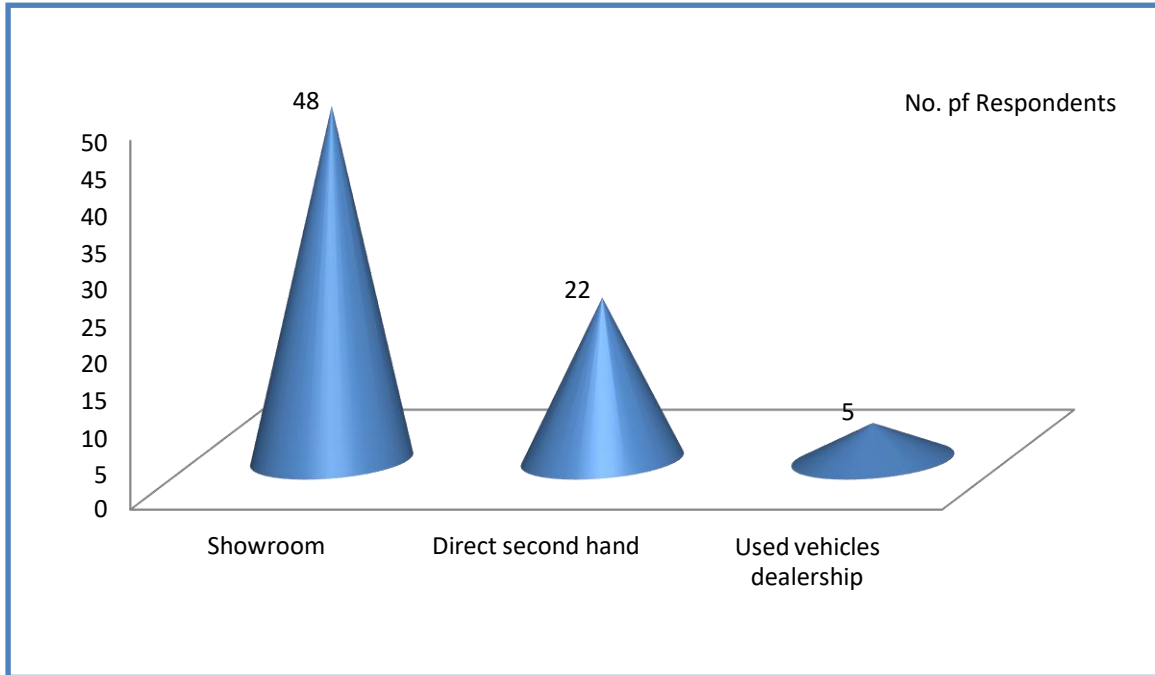


TABLE No.12TABLE SHOWING- THE AVAILABILITY OF SPARE PARTS IN THE MARKET

AVAILABILITY	NO.OF RESPONDENTS	PERCENTAGE
READILY AVAILABLE	51	68%
DON'T GET THEM READILY	8	10%
DON'T HAVE GOOD SPARES SUPPLY	12	16%
MAJOR HEADACHE	4	6%
TOTAL	75	100%

Analysis

From the above it is clear that 68% of the respondents are satisfied with the availability of spare parts and remaining 32% of respondents are discontent with the availability of spare parts.

Interpretation

It is clear that majority of the respondents are satisfied with spare parts availability and we can say that Royal Enfield has good distribution channel for spare parts in the city.

GRAPH No.12

GRAPH SHOWING-THE AVAILABILITY OF SPARE PARTS IN THE MARKET

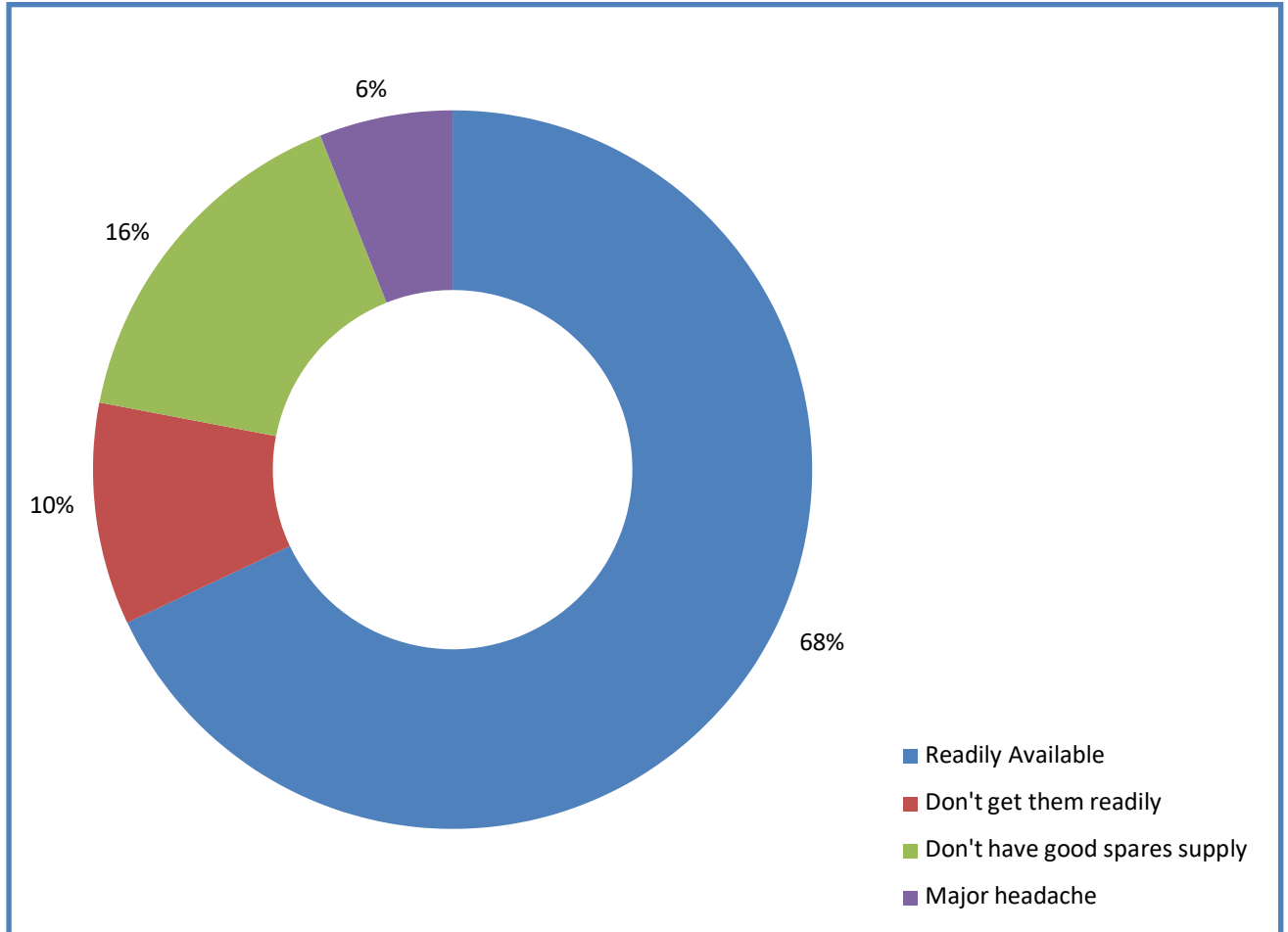


TABLE No.13TABLE SHOWING- THE MAJOR PROBLEMS AFTER PURCHASING ROYAL ENFIELD BIKE

PROBLEMS	NO. OF RESPONDENTS	PERCENTAGE
HIGH MAINTENANCE	11	14%
POOR AFTER SALES SERVICE	7	10%
HIGH PRICE	15	20%
LOW MILEAGE	8	10%
NOISY VEHICLE	3	4%
NO PROBLEM	31	42%
TOTAL	75	100%

Analysis

Maximum number of people (42%) described that there is no problem with the bike after purchase, 20% had an issue with the price range, third biggest problem was 14% of them felt high maintenance was required for the bike, only 4% of them felt it was noisy vehicle and while 10% of respondents each refrained because of the low mileage and the poor after sales service of Bullet.

Interpretation

It is clear that majority of the people who choose Royal Enfield as their bike don't have any problems or issues with their bike's performance.

GRAPH No.13

GRAPH SHOWING-THE MAJOR PROBLEMS AFTER PURCHASING ROYAL ENFIELD BIKE

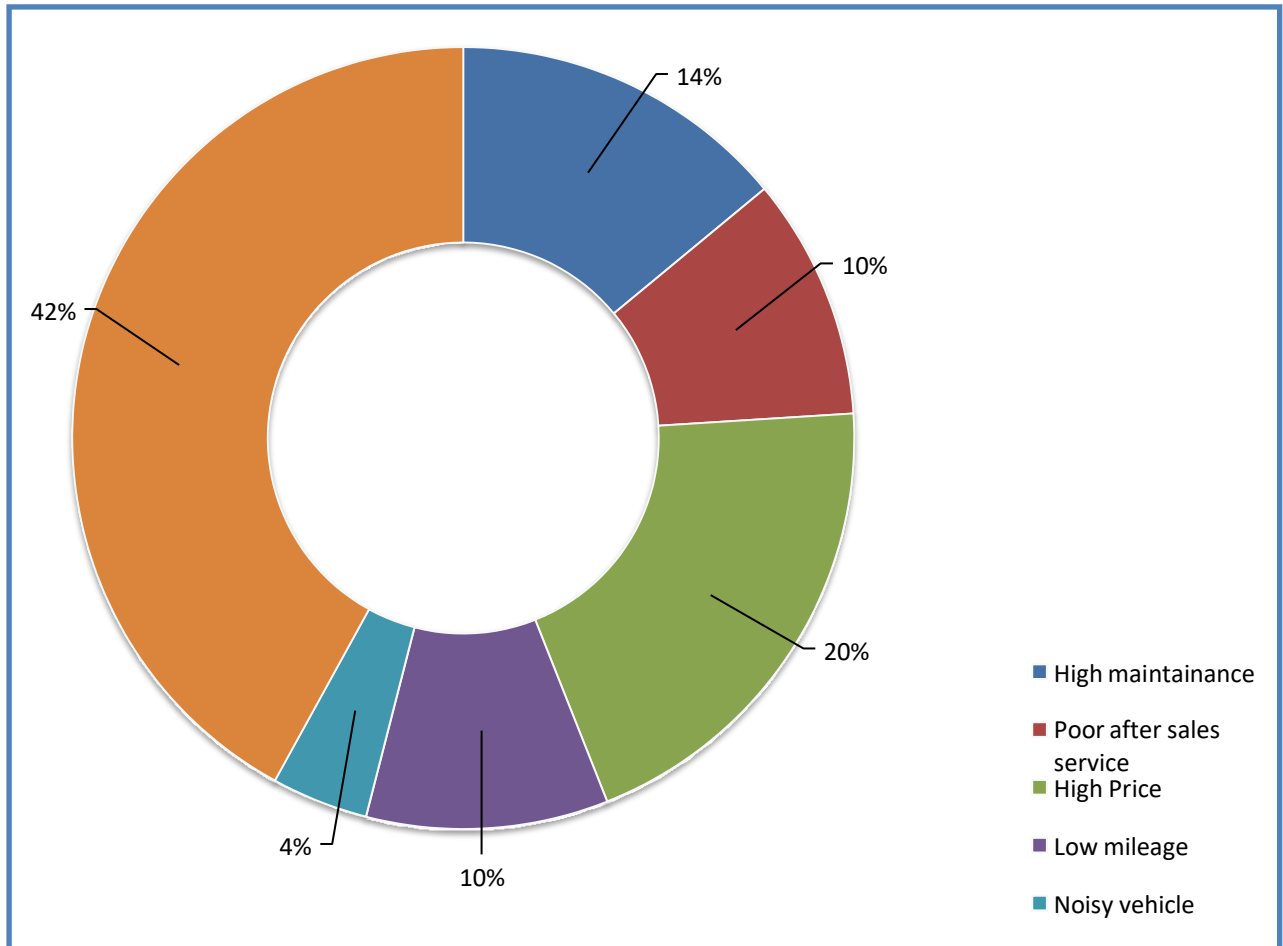


TABLE NO.14

TABLE SHOWING- THE RATING BY THE RESPONDENTS FOR THEIR SATISFACTION LEVEL WITH RESPECT TO POWER AND PICK UP

RATING	NO. OF RESPONDENTS	PERCENTAGE
★ POOR	4	6%
★★ AVERAGE	8	10%
★★★ GOOD	20	26%
★★★★ EXCELLENT	43	58%
TOTAL	75	100%

Analysis

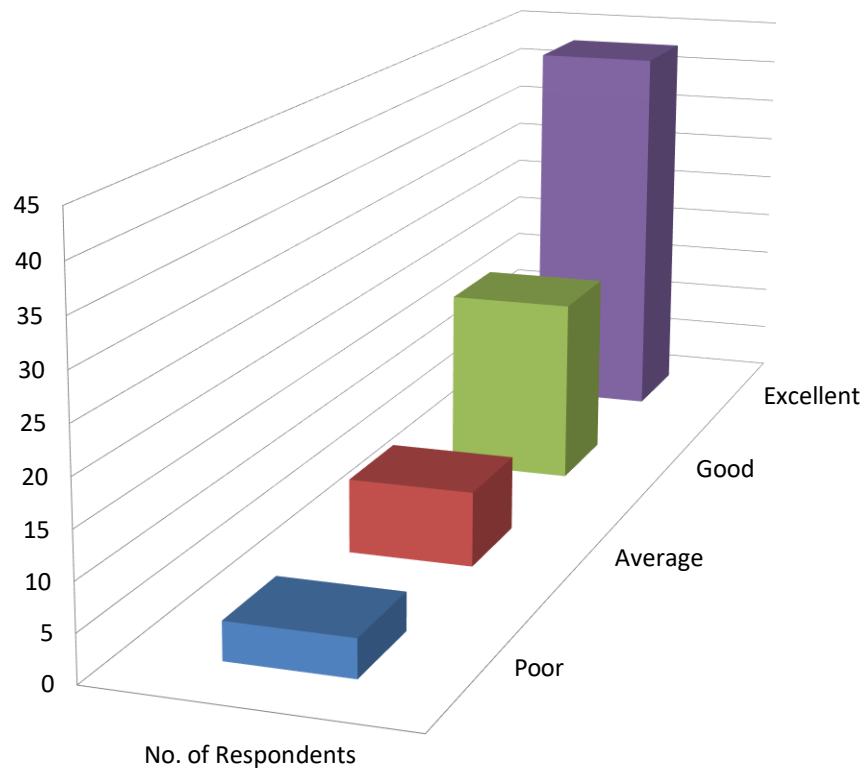
From the above table it is clear that 6% of the respondents rated very poor and they were not at all satisfied, 10% of them rated average, 26% of them rated good and maximum number of respondents i.e. 58% rated excellent and these respondents were very much satisfied with their bikes power and pick up.

Interpretation

It is clear that majority of the respondents are satisfied with their bikes power and pick up. This shows Royal Enfield has an excellent satisfaction level within the customer.

GRAPH No.14

GRAPH SHOWING- THE RATING BY THE RESPONDENTS FOR THEIR SATISFACTION LEVEL WITH RESPECT TO POWER AND PICK UP



	No. of Respondents
■ Poor	4
■ Average	8
■ Good	20
■ Excellent	43

TABLE No.15

TABLE SHOWING-THE RATING BY THE RESPONDENTS FOR THEIR SATISFACTION LEVEL WITH RESPECT TO COMFORT AND SAFETY

RATING	NO. OF RESPONDENTS	PERCENTAGE
★ POOR	7	9%
★★ AVERAGE	12	16%
★★★ GOOD	24	32%
★★★★ EXCELLENT	32	43%
TOTAL	75	100%

Analysis

From the above table it is clear that 9% of the respondents rated very poor and they were not at all satisfied, 16% of them rated average, 32% of them rated good and maximum number of respondents i.e. 43% rated excellent and these respondents were very much satisfied with their bikes comfort and safety.

Interpretation

It is clear that majority of the respondents are satisfied with their bikes comfort and safety. This shows Royal Enfield has an excellent satisfaction level within the customers.

GRAPH No.15

GRAPH SHOWING-THE RATING BY THE RESPONDENTS FOR THEIR SATISFACTION LEVEL WITH RESPECT TO COMFORT AND SAFETY

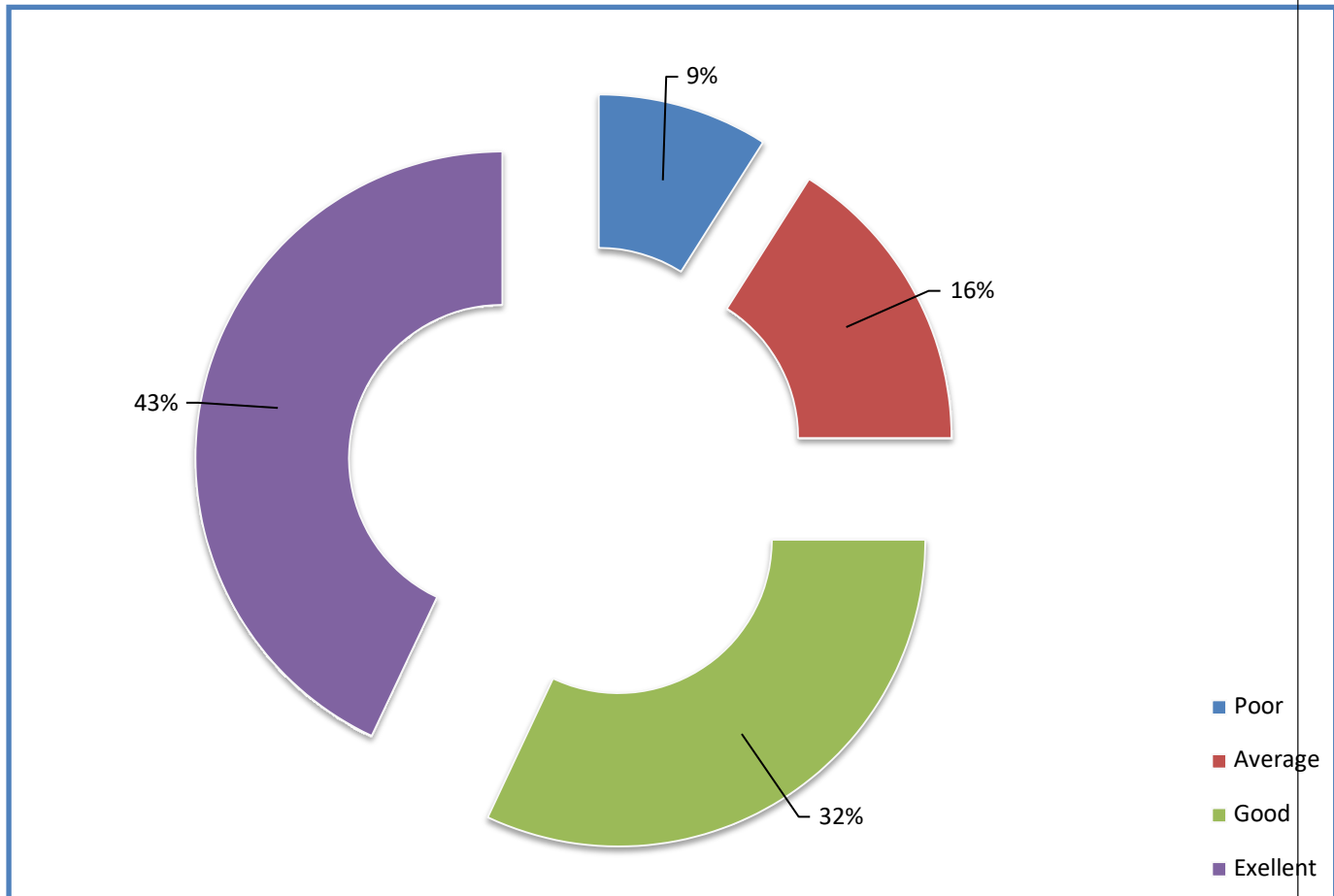


TABLE No.16

TABLE SHOWING- THE RATING BY THE RESPONDENTS FOR THEIR SATISFACTION LEVEL WITH RESPECT TO AFTER SALES SERVICE

RATING	NO. OF RESPONDENTS	PERCENTAGE
★ POOR	11	14%
★★ AVERAGE	13	18%
★★★ GOOD	27	36%
★★★★ EXCELLENT	24	32%
TOTAL	75	100%

Analysis

From the above table it is clear that 14% of the respondents rated very poor and they were not at all satisfied, 18% of them rated average, 36% of them rated good and maximum number of respondents i.e. 32% rated excellent and these respondents were very much satisfied with the after sales service.

Interpretation

It is clear that majority of the respondents are satisfied with their after sales service and few respondents are not at all satisfied. This shows Royal Enfield has a good satisfaction level within the customers.

GRAPH No.16

GRAPH SHOWING- THE RATING BY THE RESPONDENTS FOR THEIR SATISFACTION LEVEL WITH RESPECT TO AFTER SALES SERVICE

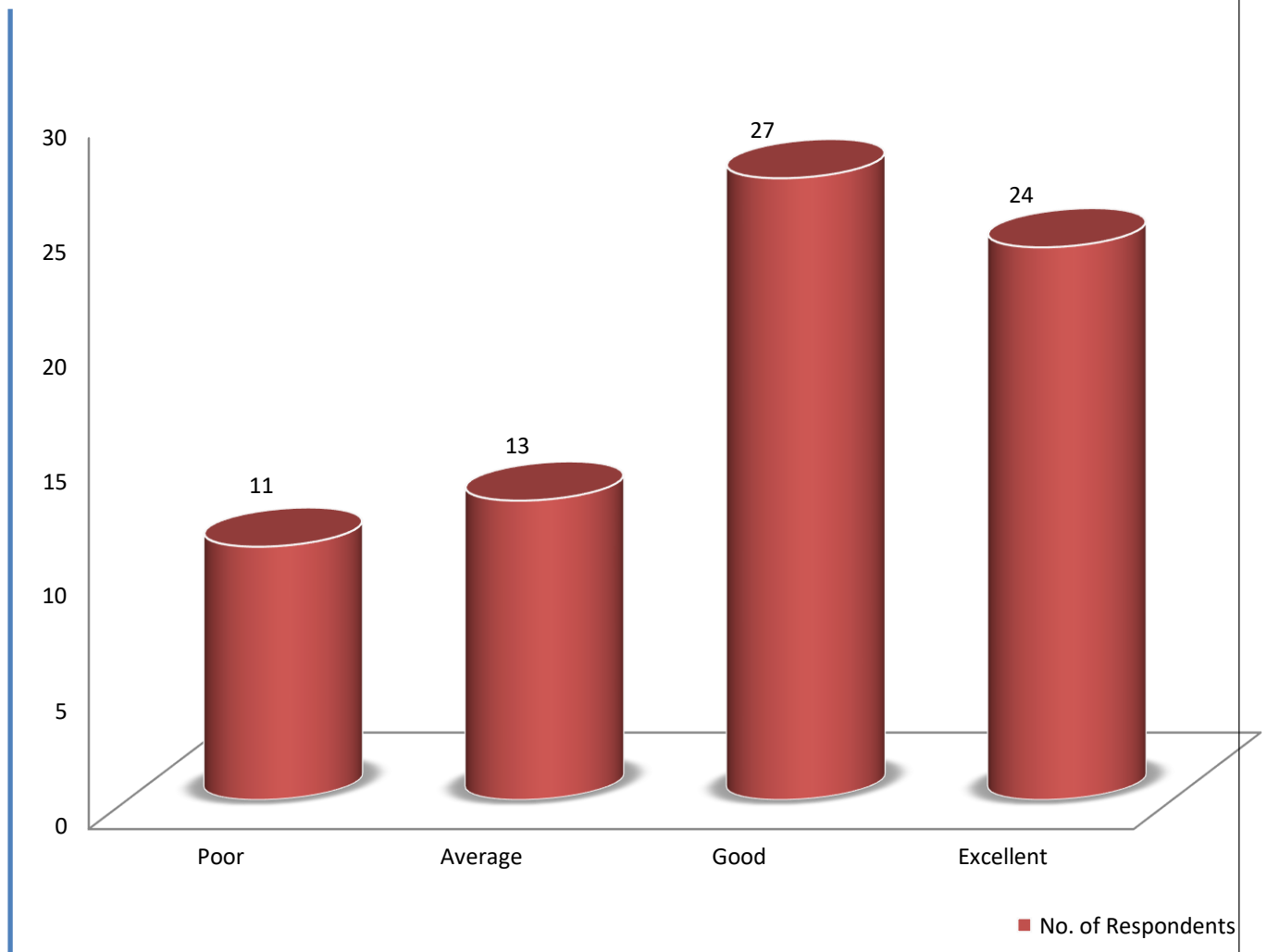


TABLE No.17

TABLE SHOWING- THE RESPONDENTS OPINION OF THE MAJOR BARRIER FOR NOT PURCHASING ROYAL ENFIELD BIKES BY NON-BULLET RIDERS

PROBLEMS	NO. OF RESPONDENTS	PERCENTAGE
HIGH MAINTENANCE	11	14%
POOR AFTER SALES SERVICE	7	10%
HIGH PRICE	15	20%
LOW MILEAGE	8	10%
NOISY VEHICLE	3	4%
POOR PROMOTION	31	42%
TOTAL	75	100%

Analysis

Maximum number of people (42%) described that there is very poor promotion for the Royal Enfield, 20% had an issue with the price range, third biggest problem was 14% of them felt high maintenance was required for the bike, only 4% of them felt it was noisy vehicle and while 10% of respondents each refrained because of the low mileage and the poor after sales service of Bullet.

Interpretation

It is clear that People who choose not to buy Bullets do so because of low promotion, high price and maintenance. So Royal Enfield should concentrate on their promotional campaigns and make sure it reaches the common man.

GRAPH No.17

GRAPH SHOWING- THE RESPONDENTS OPINION OF THE MAJOR BARRIER FOR NOT PURCHASING ROYAL ENFIELD BIKES BY NON-BULLET RIDERS

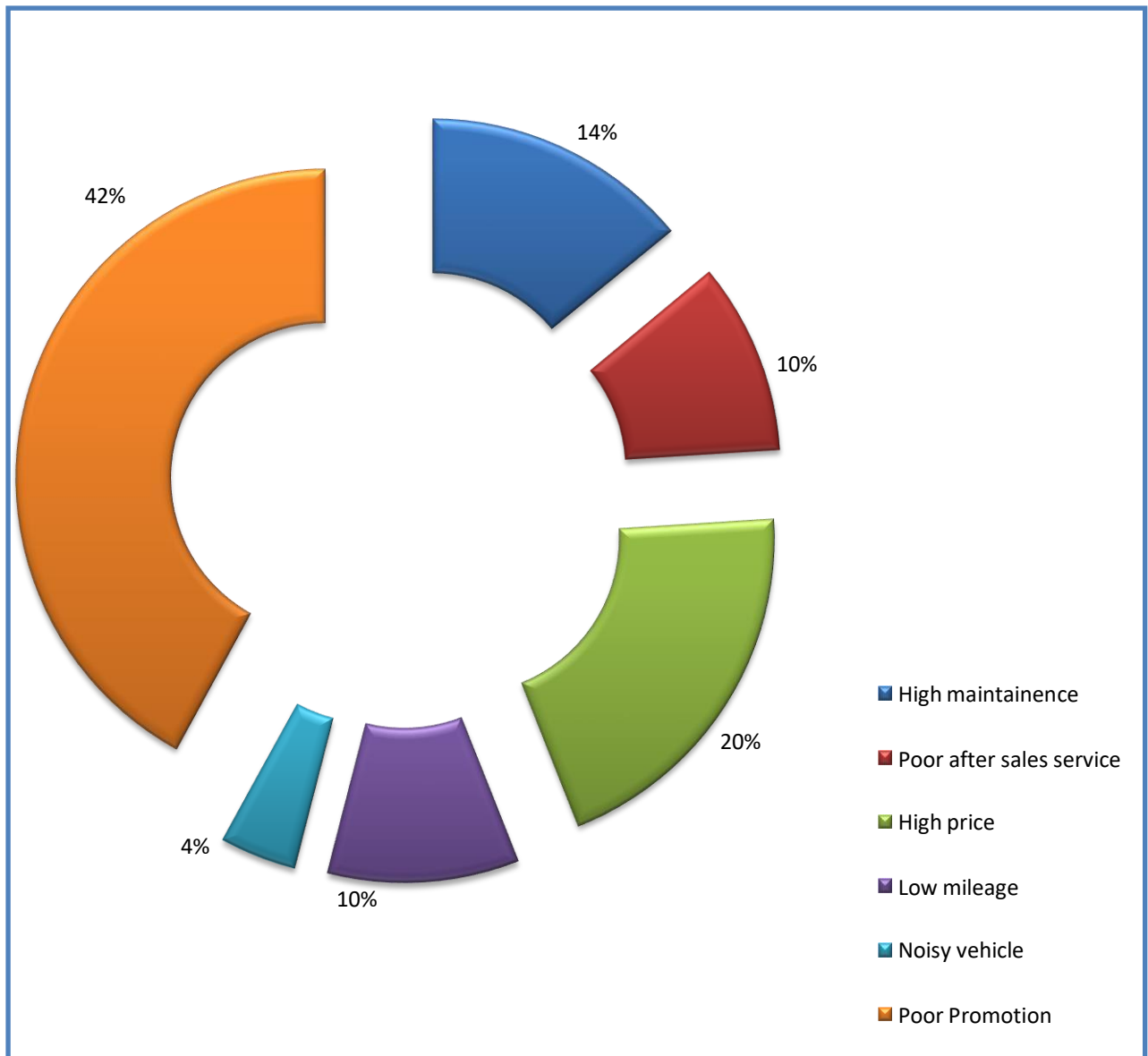


TABLE No.18TABLE SHOWING - THE PLACE OF SERVICE OF RESPONDENTS BIKE

PLACE OF SERVICE	NO. OF RESPONDENTS	PERCENTAGE
SHOWROOM	34	45%
WELL KNOWN BULLET MECHANIC	29	38%
NEARBY GARAGE	4	6%
SELF SERVICE	8	11%
TOTAL	75	100%

Analysis

From the above table we can say that 45% of the respondents prefer their service of their bike in showroom, 38% of them with well known bullet mechanic, 6% of them in nearby garage and 11% of them prefer self service to their bike.

Interpretation

It is clear that most of the respondents service their bikes in the showrooms and also with a well known bullet mechanic. There is no much difference but this shows people have less trust with the showroom service.

GRAPH No.18

GRAPH SHOWING- THE PLACE OF SERVICE OF RESPONDENTS BIKE

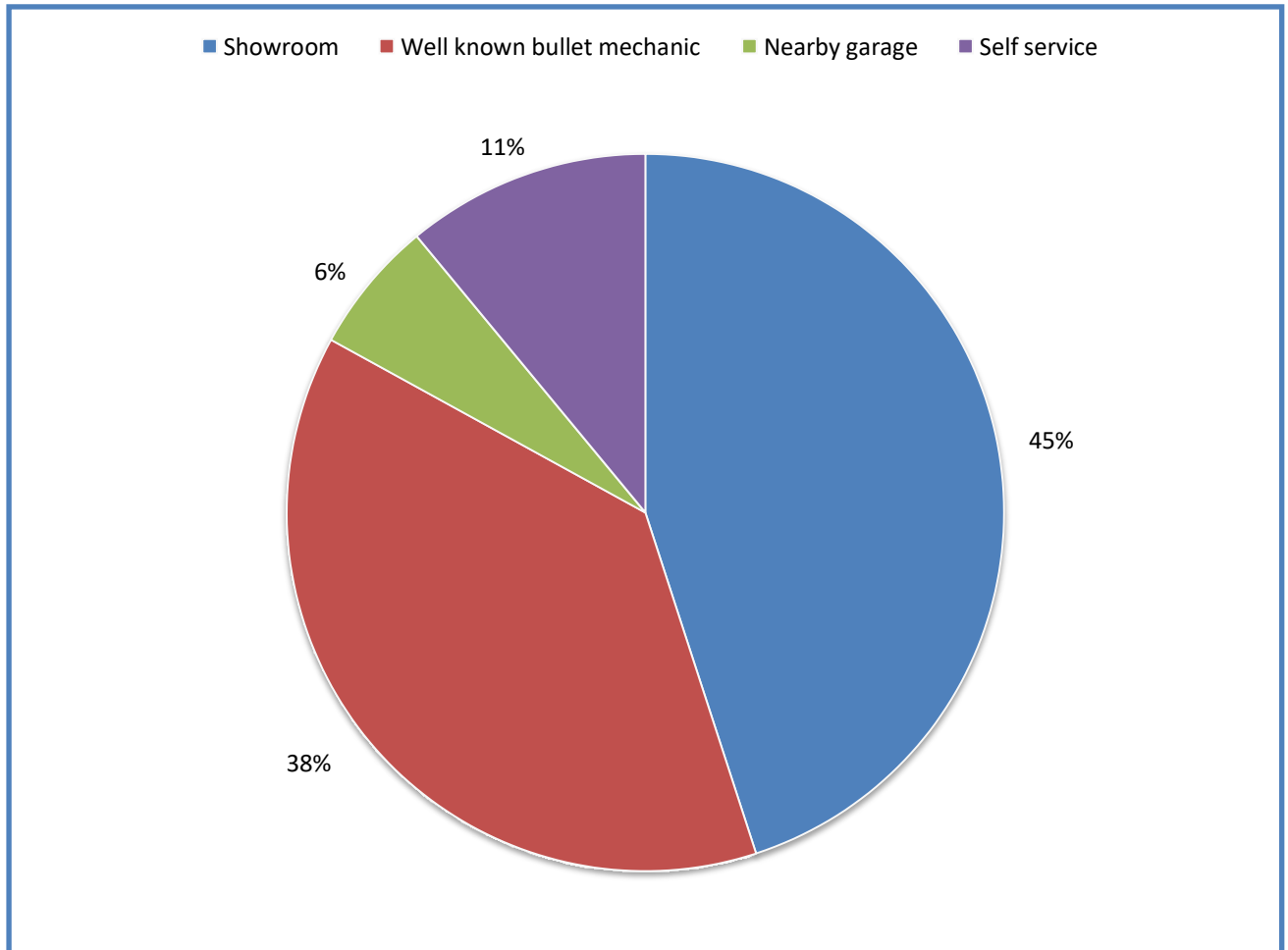


TABLE No.19

TABLE SHOWING- THE RESPONDENTS OPINION AND LEVEL OF SATISFACTION ABOUT THE COMPANY TAKING ACTION TOWARDS COMPLAINTS LODGED BY THE CUSTOMERS

YES/NO	NO. OF RESPONDENTS	PERCENTAGE
YES	55	73%
NO	20	27%
TOTAL	75	100%

RESPONSE FOR SATISFACTION	NO. OF RESPONDENTS	PERCENTAGE
YES	49	66%
NO	26	34%
TOTAL	75	100%

Analysis

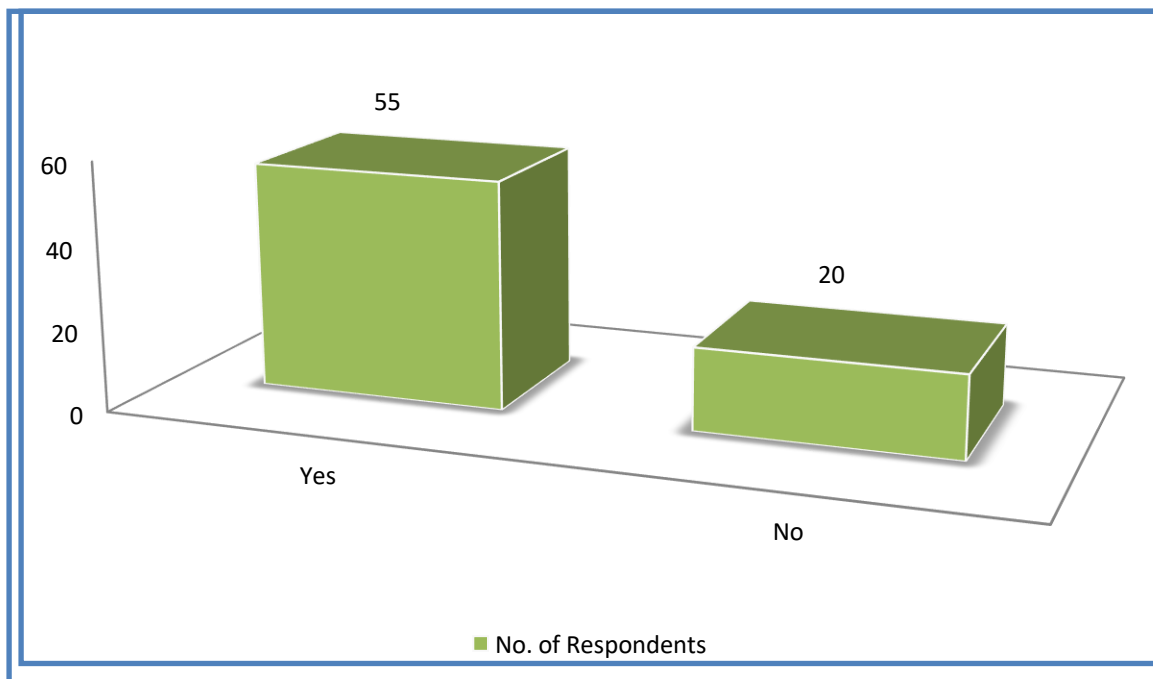
The above table shows that 73% of the respondents accept that the company takes action towards the complaints lodged by the customers and 27% disagree for the same. Also the satisfaction level is 66% by the respondents and 34% are not satisfied.

Interpretation

It is clear that most of the respondents agree that the company takes action towards the complaints lodged by the customers and also the satisfaction level of the customers is very high. This shows Royal Enfield checks at the complaints registered by their customers on regular basis to maintain its brand value.

GRAPH No.19

GRAPH SHOWING- THE RESPONDENTS OPINION AND LEVEL OF SATISFACTION ABOUT THE COMPANY TAKING ACTION TOWARDS COMPLAINTS LODGED BY THE CUSTOMERS



Point of satisfaction

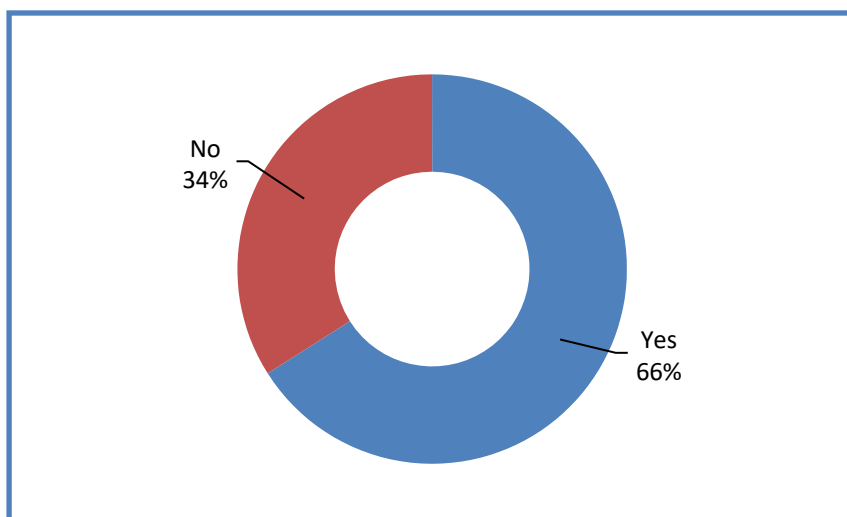


TABLE No.20

TABLE SHOWING- THE RESPONDENTS OPINION ABOUT PARTICIPATING IN THE RIDER MANIA ORGANIZED BY THE ROYAL ENFIELD CLUB

YES/NO	NO. OF RESPONDENTS	PERCENTAGE
YES	62	82%
NO	13	18%
TOTAL	75	100%

Analysis

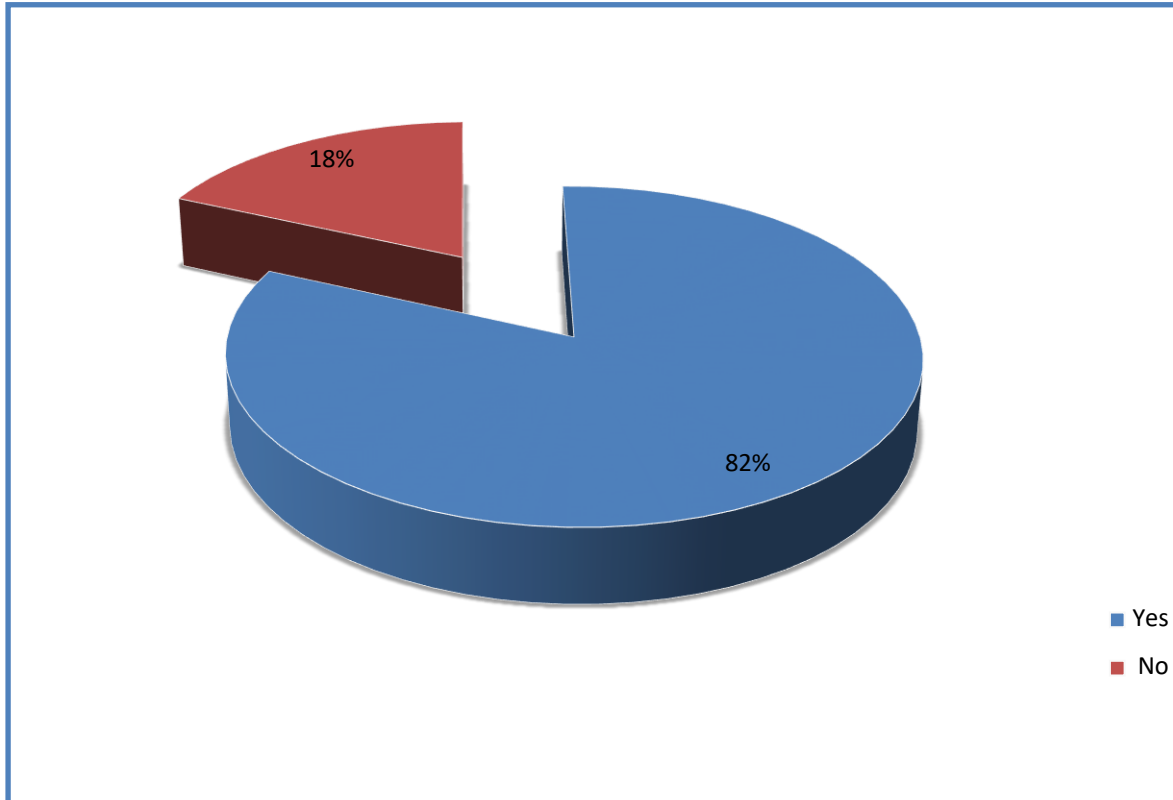
The above table shows that 82% of the respondents are wants to participate in the Rider Mania and 18% of them are not interested.

Interpretation

It clearly shows that majority of the respondents are very much interested in Rider Mania and also shows that respondents are very passionate Enfield fans.

GRAPH NO.20

GRAPH SHOWING- RESPONDENTS OPINION ABOUT PARTICIPATING IN THE RIDER MANIA ORGANIZED BY THE ROYAL ENFIELD CLUB



CHAPTER 5(a)

FINDINGS

FINDINGS

1. It is revealed that majority of users are between 20 to 29 years. From this we can conclude younger generation and middle age are more interested in Royal Enfield may be because this is the age where they start earning.
2. It is clear that most of the users of Royal Enfield are males mostly because of the manly look of the bikes.
3. Users are mostly Professional males, 20-35 years of age including some students because of the looks and power of the bike.
4. Royal Enfield is placing their products in the appropriate price range. As the people of this income bracket less than 1,20,000 can easily afford this Bike.
5. Customers are not attracted to only one particular model due to the variants available and because the Classic 500/350 is the newly released models they are fast moving now.
6. Customers are easily affording the price of Royal Enfield bikes and they are not feeling much problem with the amount and purchasing way of most of the customers is leading in cash sector.
7. Majority of the customers directly chose Royal Enfield as their bike and dint even have a look at the nearest alternative bike and this shows the loyalty of the customers towards the brand Royal Enfield.
8. Advertisements are rarely recalled and are highly ineffective amongst non-Bullet riders. It's clear that Royal Enfield should concentrate on its advertising campaign to reach the customers.
9. It clearly shows that mileage of the Royal Enfield bikes is economical & mileage between 35 and 40 that too on Indian roads with heavy traffic is a great deal.
10. Most of the Royal Enfield bikes doesn't breakdown at all, it is not problematic and not involved into repair always.

11. It is clear that most of the respondents prefer to buy their bike brand new from showroom only and majority of the customers are very much satisfied with the place of purchase of their Royal Enfield bike. This also shows there is more demand for new bikes.
12. It is clear that majority of the respondents are satisfied with spare parts availability and we can say that Royal Enfield has good distribution channel for spare parts in the city.
13. It is clear that majority of the people who choose Royal Enfield as their bike doesn't have any problems or issues with their bike's performance.
14. Majority of the respondents are satisfied with their bikes power and pick up. This shows Royal Enfield has an excellent satisfaction level within the customer
15. Majority of the respondents are satisfied with their bikes comfort and safety. This shows Royal Enfield has an excellent satisfaction level within the customers.
16. Majority of the respondents are satisfied with their after sales service and few respondents are not at all satisfied. This shows Royal Enfield has a good satisfaction level within the customers.
17. It is clear that People who choose not to buy Bullets do so because of low promotion, high price and maintenance. So Royal Enfield should concentrate on their promotional campaigns and make sure it reaches the common man.
18. It is clear that most of the respondents service their bikes in the showrooms and also with a well known bullet mechanic. There is no much difference but this shows people have less trust with the showroom service.
19. Most of the respondents agree that the company takes action towards the complaints lodged by the customers and also the satisfaction level of the customers is very high. This shows Royal Enfield checks at the complaints registered by their customers on regular basis to maintain its brand value.
20. Majority of the respondents are very much interested in Rider Mania and also shows that respondents are very passionate Enfield fans.

CHAPTER 5(b)

Recommendations

Recommendations

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

- Youth oriented promotion- Company should focus more on younger generation as it can increase sales and market share in PATNA.
- 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.
- Marketing communication- It should focus on satisfying the needs for Respect, Power, Safety and Comfort.
- Brand ambassador- A non-flamboyant well-built brand ambassador may be chosen to represent the Brand. It is necessary for Royal Enf
- ield to have a brand ambassador from India to connect with the Indian customer.
- 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.

CHAPTER 5(c)

LIMITATIONS

There are a few limitations of study.

They are:

- The views and opinions of customers are subject to change with changing time.
- The time taken to survey has been very limited which was a constraint.
- This study is based on sample the survey, which may not actually represent the total population

CHAPTER 5(d)

CONCLUSION

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 and with after sales service.

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.

References

Books Referred

- Marketing Management, 13th edition - Philip Kotler
- Survey Research Methods - Charles

BabbieMagazines Referred

- The Bullet-In, The Magazine For All Royal Enfield Bullet Enthusiasts.
- Royal Enfield Magazine, The

BEAT.Websites Referred

- www.google.com
- www.royalenfield.com
- www.wikipedia.org
- www.enfieldmotorcycles.com

http://ir.unishivaji.ac.in:8080/jspui/bitstream/123456789/1373/8/08_Chapter%201.pdf

https://www.research.manchester.ac.uk/portal/files/54503631/FULL_TEXT.PDF

https://www.london.gov.uk/sites/default/files/microbusinesses_evidence_pack.pdf

https://www.ripublication.com/gimbs_spl/gjmbsv3n10_09.pdf