

APROJECTREPORT ON

**“A STUDY ON CONSUMER SATISFACTION OF ROYAL ENFIELD WITH SPECIAL REFERENCE
TO MAHABUBNAGAR**

Project Report submitted to

PALAMURU UNIVERSITY



Department of Commerce

I Year (2021-2022)

Under the faculty of commerce

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CERTIFICATE

This is to certify that the project work entitled
A REPORT ON
"A STUDY ON CONSUMER SATISFACTION OF ROYALENFIELD WITH
SPECIAL REFERENCE TO
MAHABUBNAGAR"

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Of Dr. BRR. Govt Degree College Jadcherla has duly completed their project under my supervision. The entire work has been done under my guidance and that no part of it has been submitted previously for any degree or diploma of any University. It is their own work and facts reported by their personal findings and investigation.


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DECLARATION

The Project work entitled “A STUDY ON CONSUMER SATISFACTION OF ROYAL ENFIELD WITH SPECIAL REFERENCE TO MAHABUBNAGAR MUNICIPALITY” is a record of independent and bonfide work carried out by us under the supervise on and guidance of Dr. K. MANJULA, lecturer, Department of commerce, Dr. B. R. R Govt college Jadcherla. The information and data given in the report is authentic to the best of our knowledge. The report has not been previously submitted for the award of any Degree, Diploma, Associate ship or other similar title of any other university or institute.

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ABSTRACT

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

Research is done to collect essential information which helps to solve problems related to customer's preference, satisfaction and over all happiness over Royal Enfield Bikes effectively.

Royal Enfield is the maker of the famous bullet brand in India established in 1955. In 1901 1st bike produced. They are one of the oldest and most famous for their power stability and rugged looks. Royal Enfield has been updating their bikes from their first model line order to provide the customer total satisfaction from their bikes and keep up with the market trends.

So this study is mainly focused on analyzing the customer satisfaction of Royal Enfield with special reference to Hashish Automotive.

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CHAPTER I

INTRODUCTION

1.1 Introduction

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

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

Customer satisfaction is the important concept in marketing. It is being hard to please the present day customers. They check out the competitor's similar or at times, even better offers. Customers are the king and without satisfying their needs none can exist in the corporate competitive world.

Royal Enfield is the maker of the famous bullet and in India established in 1955. In 19011 strikes produced. They are one of the old stands most famous for their power stability and rugged looks. Royal Enfield has been updating their bikes from their first model in order to provide the customers total satisfaction as far as their bikes and keep up with the market trends. So this study is mainly focused on analyzing the customers as far as their bikes with special reference to Hashish Automotive.

1.2 Statement of the problem

As the two wheeler market in India is constantly increasing and changing day by day, it poses new challenges to Royal Enfield to keep up with the market trends. Royal Enfield is a company that started its business in 1948 with its product such

as the bullet which has kept a prestigious position in the market till date. In order to do so they have to ensure their products provide to their customers sufficient satisfaction and if not bring about changes in order to achieve it. Hence this study is mainly focused on Royal Enfield customers in Hashish Automotive.

1.3 Scope of the study

The scope of the study is to understand the customer's attitude towards the product, services, satisfaction obtained from the product and the variations between the actual product and their expectations of Royal Enfield customers in Hashish Automotive.

1.4 Objectives of study

1. To identify the satisfaction level of products and services offered by Royal Enfield with special reference to Hashish Automotive.
2. To know the performance, quality, affordability and purchase behavior of Royal Enfield with special reference to Hashish Automotive.
3. To identify the significant association between customer satisfaction and various factors of the products such as price, quality, comfort, etc. on the basis of various models of Royal Enfield Bikes with special reference to Hashish Automotive.

1.5 Research design

Research is done to collect essential information which helps solve problems related to customer's preference, satisfaction and overall happiness over Royal Enfield Bikes effectively.

1.5.1 Nature of study

The study is descriptive in nature.

1.5.2 Nature of data

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

Primary data: Data was collected from current users of Royal Enfield of Hashish Automotive using a questionnaire in order to obtain relevant information. Secondary data: Data was collected by browsing magazines, newspapers, articles and papers related to Royal Enfield brand in India.

1.5.3 Sources of data

Primary data is collected from 100 Royal Enfield customers in Hashish Automotive by the use of questionnaire.

Secondary data is collected from magazines, newspapers, etc.

1.6 Sample Design

1.6.1 Nature of population

This study is conducted on customers at is faction of Royal Enfield customers in Hashish Automotive and the population is in finite as the total number of Royal Enfield customaries impossible to deter mine.

1.6.2 Sample Unit

To study the who lease of Royal Enfield customers in Hashish Automotive is impossible as the population is in finite. Therefore sampling method is used in order to collect data.

1.6.3 Method of sampling

The sampling method used in this study is snow ball sampling under the non-probability sampling method.

1.6.4 Size of sample

Information has been collected from 53 respondents of Hashish Automotive comprising both male and female.

1.7 Too is for analysis

Question naives were created in or deer to receive the necessary response required from the sample to achieve the study objective. The main statistical and analytical tools used for analyzing primary data and the relational de pendency between variables are Liker scale in question naira, percentage and graphs.

1.8 Limitations of study

- The study was confined to Hashish Automotive; hence the outcome cannot be generalized.
- Sample size was limited in number. 00 respondents were chosen because of time constraint.
- Some of the response was biased.

1.9 ChapterisationChapt

er1:-Introduction

A summary about the project showing its statement of the problem, Scope, objectives, research methodology, sample design, tools for an alibis and limitations which were used while conducting the project on this particular topic.

Chapter2:-Review of literature

A literature review is a text of scholarly paper, which in clues the current know ledge in clouding substantive findings, as well as the ethical and method logical contribution to a particular topic.

Chapter3:-Industrial and company profile

A de tailed in sight in to the working and main goals set by the company in its production and objectives it' string to fulfill. It also focuses on the 2wheel errand stray the company is involved in.

Chapter4:-Data analysis and interpretation

The systematic presentation and evaluation no the collected data, in order for the information to be inter prated in such manner, that it can be used to conduct the study and a chi even necessary result.

Chapter5:-Finding, suggestions and conclusion

Declaring the final findings from the project and stating whet there the expected results we perceived and the main reasons for it.

CHAPTER II
REVIEW OF LITERATURE

2.1 Conceptual Review

2.1.1 Customer Satisfaction

Customer satisfaction is defined as a measurement that determines how happy customers are with a company's product, services, and capabilities. Customer satisfaction information, in the form of surveys and ratings, can help a company determine how best to improve or change its products and services. Consumer behavior refers to the selection, purchase, and consumption of goods and services for the fulfillment of their basic and fundamental needs. Product quality, price, service reliability, product features are some of the factors that influence the customer satisfaction.

Philip Kotler defines customer satisfaction as a "person's feeling of pleasure or disappointment, which resulted from comparing a product's perceived performance or outcome against his/her expectations".

2.1.2 Factors affecting customer satisfaction

Several factors like psychological, personal, social and culture factors influence the purchasing behavior of the consumer.

▪ Psychological Factors

Many psychological factors like motivation, perception, learning, attitudes and behavior

play a crucial role in purchasing a particular product and services. To

increase sales and encourage the consumer to purchase the service,

management should try to create a conscious need in the consumer's mind which develops interest in buying the service. Similarly, depending on the

experiences, beliefs, and personal characteristics of the

consumer, each individual has a different perception from one another. Hence,

the study of consumer buying behavior is an important way to success in the

market.

Overall the result shows that the brand image, value, price, health concern and quality influence consumer satisfaction.

▪ Personal Factors

This consumer behavior includes personal factors such as age, occupation, economic situation, and lifestyle. Consumer changes the purchase of goods and services with the passage of time.

Occupation and the economic situation also have a significant impact on buying behavior.

Someone with high income chooses to purchase expensive products and services.

On the other hand, a person with low income chooses to purchase inexpensive product and services. The lifestyle of customers is another crucial factor affecting the consumer buying behavior. Life style refers to the way a person lives in a society and is expressed by the things in the surroundings.

▪ **Social Factors**

Human beings live in an environment surrounded by several people who have different buying behavior. A person's behavior is influenced by small groups like family, friends, social networks, and surrounding who have different buying behavior. The environment in which an individual evolves and shapes the personality. Hence, the social factors influence the buying habit of a customer to great extent.

▪ **Cultural Factors**

Culture is crucial when it comes to understanding the needs and behavior of an individual. The values, perception, behavior and preference are the factors or basically learned at the very early stage of childhood from the people and the common behaviors of the culture. Norms and values are passed forward by generations from one entity to the other. Culture factors shape the learned values and perceptions that define consumer wants and behaviors. Consumers

are first influenced by the groups they belong to but also by the groups

(inspirational groups) they wish to belong to.

2.1.3 Components of customer satisfaction

- ❖ Quality
- ❖ Value of efficiency
- ❖ Timelessness
- ❖ Access
- ❖ Self-management
- ❖ Environment
- ❖ Teamwork
- ❖ Commitment
- ❖ Innovation

2.1.4 Advantages

- Current Satisfaction Feedback

The primary benefit of the resurveys is that you can gauge the customer's current thoughts on various aspects of your business. Whether it is the value of the products or services you offer, the quality of your customer service, or even the faith that the customer has in your business's longer term strategies, it is always useful to gain insight into how the customer is currently feeling about your company.

- Tracking Changes Feedback

Surveys are also repeatable. You can run the survey every so often in order to continue to gain feedback. Because surveys can have the same questions, this will allow you to compare data over time and see if there are any changes.

Shows Commitment to the Customer

Often customers like the idea that a company is soliciting their feedback, because it shows that the company is committed to keeping them as a business. Far too many companies take their clients for granted. Customer satisfaction surveys serve as a reminder that your company cares enough to make business decisions based on your feedback.

2.1.5 Disadvantages

- Customer Burnout

As easy as survey care of ill out, many people's simply don't like completing them. Sending surveys too often can lead to customer burnout, and that burnout may result in lower satisfaction scores despite your excellent business model.

- It Can Be a Waste

This might not be the lovely - dove thing to say, but sometimes, gathering customer feedback is a waste of time and money. Say we sent out a bunch of surveys, got plenty of responses, and found out that for the most part, your customers politely said they were as on a level as field with your company. Would that in spite of it take as pacification? No? .

2.2 Empirical Literature

"A literature review is a text of scholarly paper, it is secondary sources, and do not report new or original experimental work". Some of the literature reviews related to the customer satisfaction are:

(2014), "A Study on Customer Perception towards Royal Enfield with Special Reference to Malappuram District" we found out that it was undertaken with the objective of finding out customer's perception level on Royal Enfield bikes. It is felicitously observed from the study that the most customers of Royal Enfield are highly satisfied in almost all areas offered by Royal Enfield. This study shows that by improving fuel efficiency, service and advertisement and by introducing new models capable to compete with the fresher in the market.

Krishnan Santana .R (2007), "Issue and future of the two wheeler industry" looks into various issues faced by the two wheelers industry. Inter most of competition; the industry is likely to face competition from used cars and low cost cars. Other issues are the declining margins due to increased cost of material and shift in customer demand to electric vehicles to save petrol. In terms of growth, there are expectations that the industry is likely to grow by 5%, most of the growth is likely to come from motorcycles. Some of the Indian motorcycle companies are also likely to set up plants in foreign countries to meet export needs.

Mrs. G. Murali Manokari (2013), "A Study on Customer's Preference towards Royal Enfield Motor bikes in Coimbatore City, Tamil Nadu", Findings from the study of this literature of research show much customers prefer and their satisfaction level towards various aspects of Royal Enfield, which are mostly influenced by socio-cultural, psychological & personal factors. Customers of Royal Enfield convey, that in order to capture the market, the Manufacturers have to give the best combination of looks, quality, cost efficiency good

Features, safety, and performance. This reason has also proved to be the reason behind the decade's long history of the Company.

Dr Debase is Treaty (2016), "A Study on Consumer Satisfaction of Two Wheeler Bikes", it studies the satisfaction level of consumers, who uses bikes. This study concludes that HONDA, BAJAJ and HERO show maximum satisfaction in respect to mileage, power, design, and technology and after sales service whereas TVS attains least satisfaction. The TVS should work extensively on the parameters taken in the study. It showed that consumers compare each factor deeply and select a suitable bike accordingly; therefore companies should

Ms. Ameren Astra Ahmed (2013), "A Study on Customer Satisfaction Level of Royal Enfield Bullet" "this article has given information about both perception and satisfaction towards Royal Enfield bikes. The Royal Enfield bike is most preferred by middle-aged and young intergeneration dominated by male.

R. Amesaveni, R Koila (2014),

"A study relating to consumer satisfaction level of working women towards two wheelers". From his study a majority of the

working women in rural India gave importance to the quality of the product, which also showed that the income level of the rural consumer was increasing

CHAPTER III
INDUSTRY AND COMPANY PROFILE

3.1 Industrial Profile

3.1.1 The First Motorcycle

We are going to begin by looking at the first bikes. They didn't work very well and they were not very fast but moved with being drawn by a horse or being pedaled. When you look at a motorcyclist today, have you ever thought what the old bikes were like? Were they easy to ride? How fast did they go? Were they comfortable? To answer all the questions, we have got to go quite a long way back say about 100 years. The world was very different in those days and there must have been a feeling of great excitement. First there were gas lights and the electricity and new cures for many kinds of illnesses were always being announced. This was the period when people started thinking about how to travel quickly and safely.

Before cars and bikes, the quickest mode of travelling was steam trains and if you were near to where you wanted to go then the next best thing were a stagecoach or paddle steamer. No one, except the very rich, could get from their own house to where they were going very quickly. Then in 1885, a German called Gottlieb Daimler made a small engine, which ran on a kind of petrol.

Many of the people were afraid and urged that the bike should be banned. But in 1896 an act was passed that bikes can travel 12mph speed-, which is considered to be a fantastic speed.

3.1.2 The Profile of Two Wheeler Industry in India

The feeling of freedom and being one with Nature comes only from riding a two-wheeler. Indians prefer the two-wheelers because of their small manageable size, low maintenance, and pricing and easy loan repayment terms. Indians treasure full of people of all ages riding a two-wheeler. Motorized two-wheelers are seen as a symbol of status by the population. Thus, in India, we would see swanky four-wheeled cars jostling with our ever-reliable and sturdy steed: the two-wheeler.

3.1.3 Nature of market

In the initial years, entry of firms, capacity expansion, choice of products including capacity mix and technology, all critical areas of function in the two-wheeler industry, were effectively controlled by the State machinery.

However, the major set of reforms was launched in the year 1991 in response to the major macroeconomic crisis faced by the economy.

Two major results of policy changes during these years in the two-wheeler industry were that the weaker players died out giving way to the new entrants and superior products and a sizeable increase in number of brands entered the market that compelled the firms to compete on the basis of product attributes.

3.1.4 Key players in the Two-wheeler Industry

There are many two-wheeler manufacturers in India. Major players in the two-wheeler industry are

Hero Honda Motors Ltd (HHML), Bajaj Auto Ltd (Bajaj Auto) and TVS Motor Company Ltd (TVS).

The other key players in the two - wheeler in dusty are Kinetic Motor Company Ltd

(KMCL), Kinetic Engineering Ltd (KEL), LML Ltd (LML), Yamaha Motors India Ltd (Yamaha Scooter Mopeds.), Majestic Auto Ltd (Majestic Auto), Royal Enfield Ltd (REL) and Honda Motorcycle & Scooter India(P)Ltd(HMSI).

3.2 Company Profile

3.2.1 Royal Enfield India Ltd

Classic Bikes with power for leisure riding is what a Royal Enfield bike stands for, and Royal Enfield leads this segment of the market in India by leaps and bounds. Its sex quested range of motorcycles combines is in civets les with power, riding comfort and ruggedness to de liver unique motorcycling experience. INDUSTRY: Motorcycles, Bicycles, Lawnmowers.

SUCCESSOR: Royal Enfield (India)

FOUNDER: A Bert Evade and Robert Walker Smith.

PRODUCTS: Classic, Bullet, Thunderbird, Meteor, Interceptor, Continental, Himalayan.

HEADQUARTERS: Chennai, India.

3.2.2 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 Worcester shire town of Red ditch. The firm was specialized in sewing needles and mach in parts.

In the first flush of enterprise, flitting from one opportunity to another, they chanced pond the pedal- cyler de. Little did they know then that it was the beginning of the making of a legend? Soon, George Town send & Co. was manufacturing its own brand 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.

3.2.3 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. It stems from the British manufacturer, Royal Enfield at Red ditch. Royal Enfield has its head quarters at Chennai in India; Bullet bikes are famous for their power, stability and rugged looks. It started in India for the Indian Army 350cc bikes were imported in kits from the UK and assembled in Chennai.

It was particularly a favorite of the Army and Police personnel. In 1990, Royal Enfield ventured in to collaboration with the Either Group, al evading auto motive groupinIndia,in1990,andmerged with it in1994.Apart from bikes, Either Group is in evolved in the production and sales of Tractors, Commercial Vehicles, and Auto motive Gears.

Royal Enfield made continuously incorporating new technology and systems in its bikes. In1996, when the Government of India imposed stringent norms for emission, Royal Enfield was the first motorcycle manufacturer to comply. In frats rupture and Technology

To manufacture quality bikes that are well known worldwide for their reliability and toughness, state-of-the-art infrastructure is required and that is just what Royal Enfield has done at their Chennai Manu fracturing facility. Native in-house Research & Develop minting is constantly at work to meet changing customer preferences and the challenges of Indian and International environment standards. When introducing a new product, this team under takes all related planning which includes a rigorous customer contact program, design, and concurrent eng inhering and testing processes.

3.2.4 Manufacturing

RoyalEnfield'smanufacturingoperationsgothroughaseriesofmodernization and improvement efforts, with a number of auto mated processes. The Company has put in place modern Manu fracturing practices like Cellular layouts, Statistical process controls and Flexible Manu factoring's stems.

The Chennai manufacturing facility has received the ISO9001 certification and for managing its operations in a clean and safe environment, it has obtained the ISO 14001-quality certification and Kaisers are implemented to ensure the quality level serene pat an ever rising pace.

CHAPTER IV
DATA ANALYSIS AND INTERPRETATION

Table4.1

Ages of Respondents

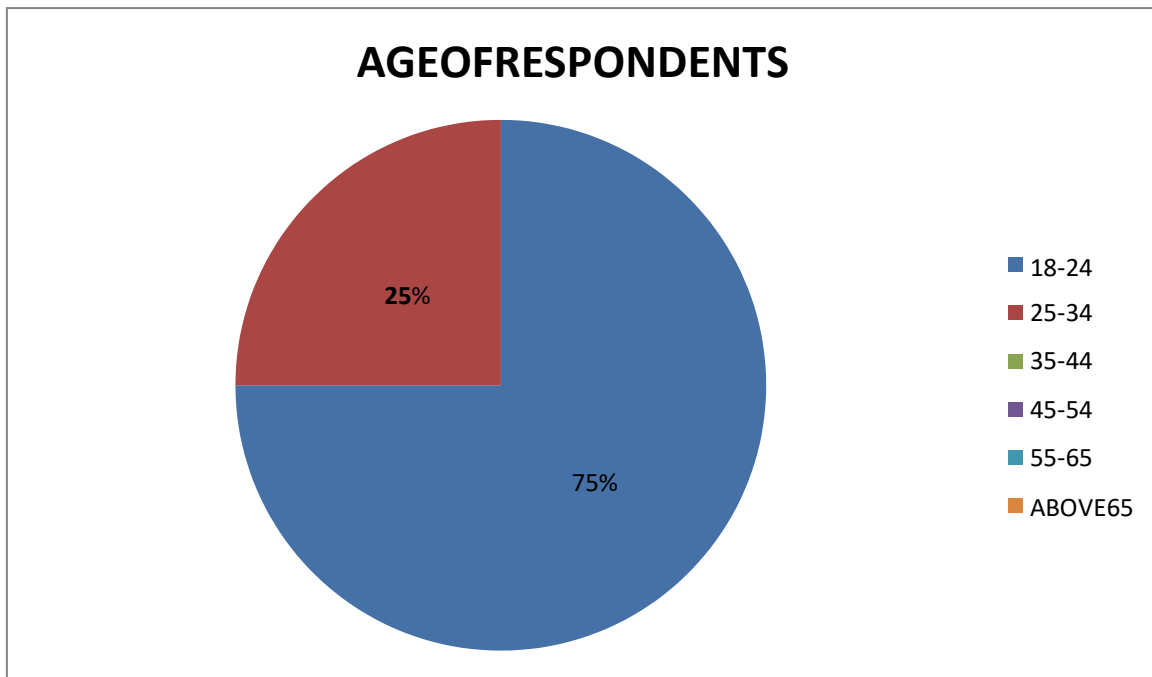
Particulars	Number of respondents	%
18-24	40	75
25-34	13	25
35-44	0	0
45-54	0	0
55-64	0	0
Above65	0	0
Total	53	100

(Source: Primary Data)

From the table it is clear that out of 53 respondents,75%ofrespondentsbetweentheages18-24.25%of there pendent sere between no flagger up 25-34.There are no respondents for rest of age between 35 till 65. From this data it is clear that more number of respondent sere Between of the age group of 18-24.

Figure4.1

AGEOFRESPONDENTS



Table

4.2 Gender of Respondents

Particulars	Number of respondents	%
Male	45	85
Female	8	15
Total	53	100

(Source: Primary Data)

From the above table it is clear that 15% of the respondents are female riders, and 85% of respondent are male riders.

Figure 4.2 Gender of Respondents

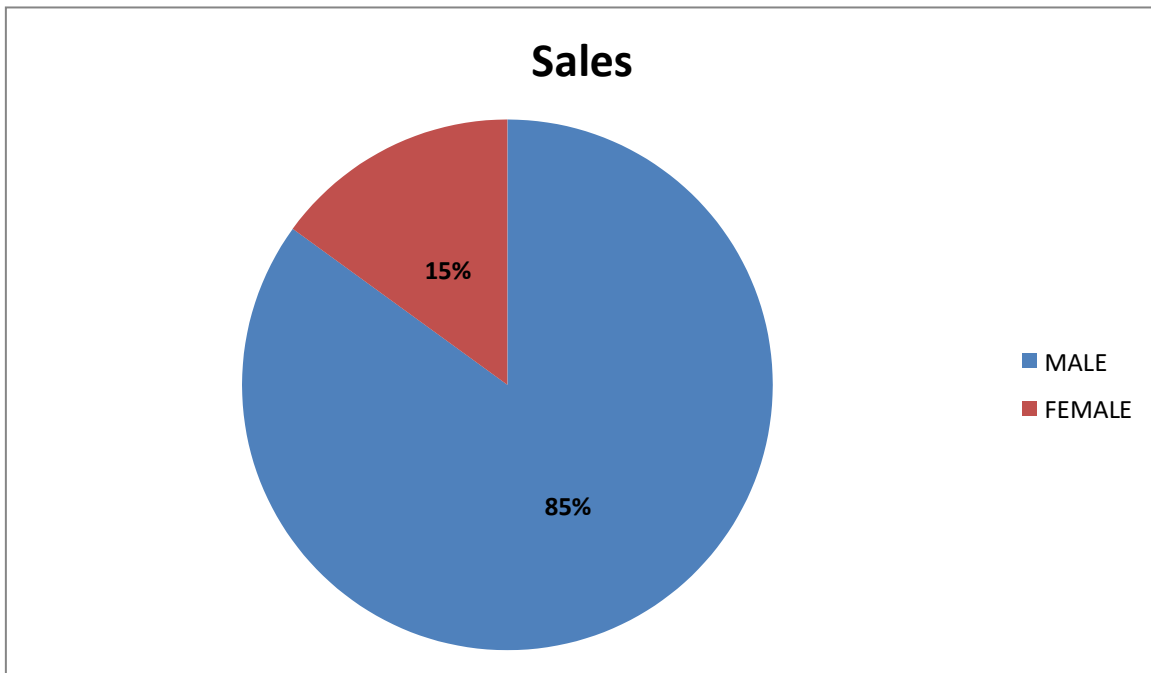


Table4.3

Model of Royal Enfield used by Respondents

Particulars	Number of Respondents	%
Meteor	0	0
Interceptor650	2	4
Continental GT	3	6
Himalayan	16	30
Classic	15	28
Bullet	12	23
Thunderbird	5	9
Total	53	100

(Source: Primary Data)

From the above table, 4% of customers have RoyalEnfieldInterceptor,6%of customers have Continental GT, 16% of customers haveHimalayan,28%of customers have Classic, 23% of customers have Bullet, 9% of customers have Thunderbird and none of them have Royal Enfield Meteor.

FIGURE4.3

Model of Royal Enfield used by Respondents

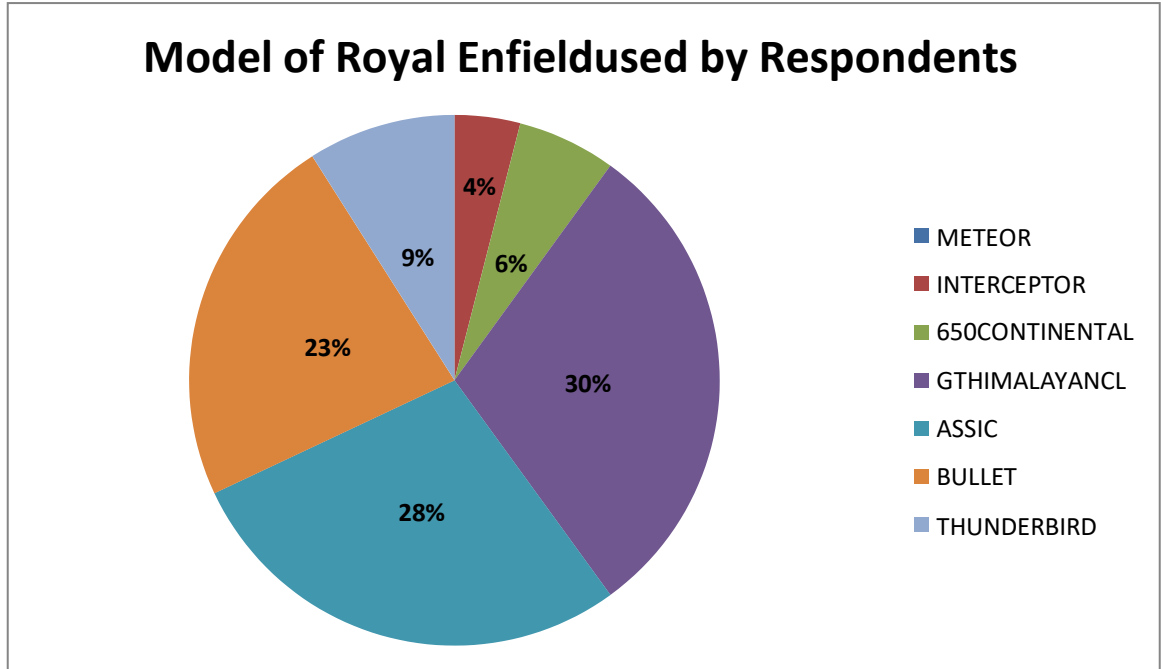


Table 4.4

Buying Interest of Respondents

Particulars	Number of responses	%
Performance	20	38%
Status symbol	6	11%
Riding comfort	12	23%
Special pur pose	6	11%
Maintenance cost	4	8%
Price of cost	5	9%
Total	53	100

(Source: Primary Data)

From the above table, 38% of people are interested to buy this model due to its Performance, 11% of its Status symbol, 23% of its Riding comfort, 11% for special purpose, 8% for maintenance cost, and 9% for the price of bike. From this data it is clear that more number of respondents are interested to buy this model because of its Riding comfort.

Figure 4.4

Buying interest of respondents

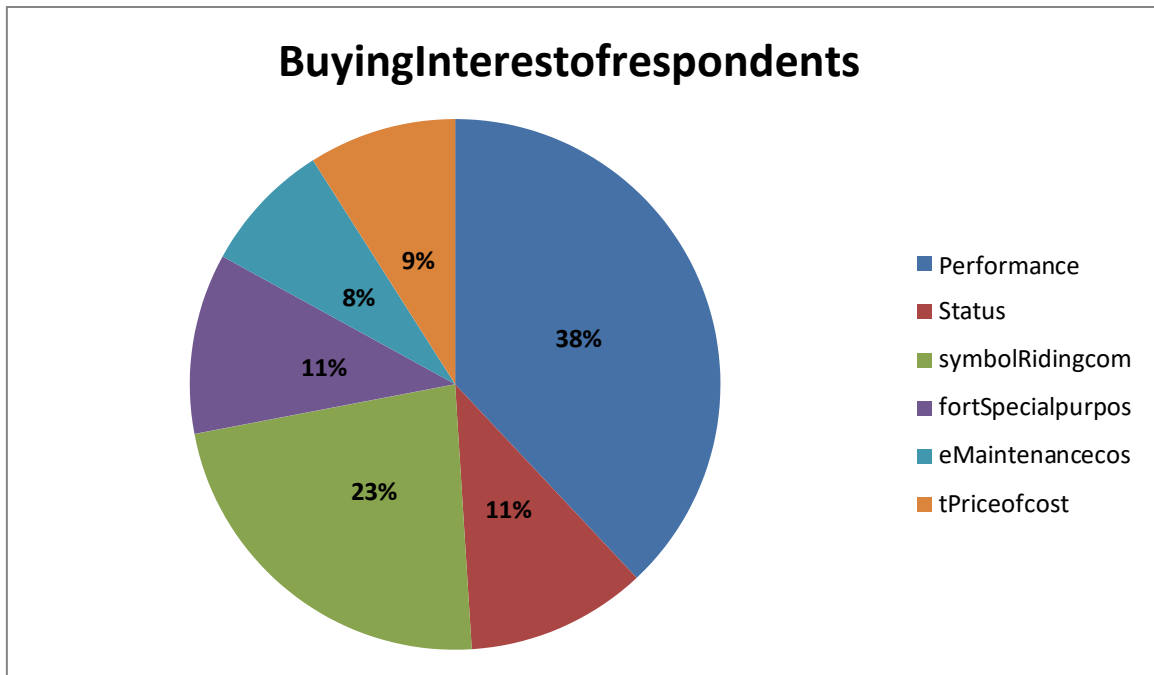


Table 4.5

Source of Information

Particulars	Number of respondents	%
Social media	15	28%
Newspapers	8	15%
Friends/Relatives	12	23%
Advertisements	18	34%
Total	53	100

(Source: Primary Data)

From the above table it shows that,28%of customers are informed about Royal Enfield by Socialmedia,15% are informed by newspapers, 23% are informed by friends and relatives, 34% are informed by advertisements.

Figure 4.5

Source of Information

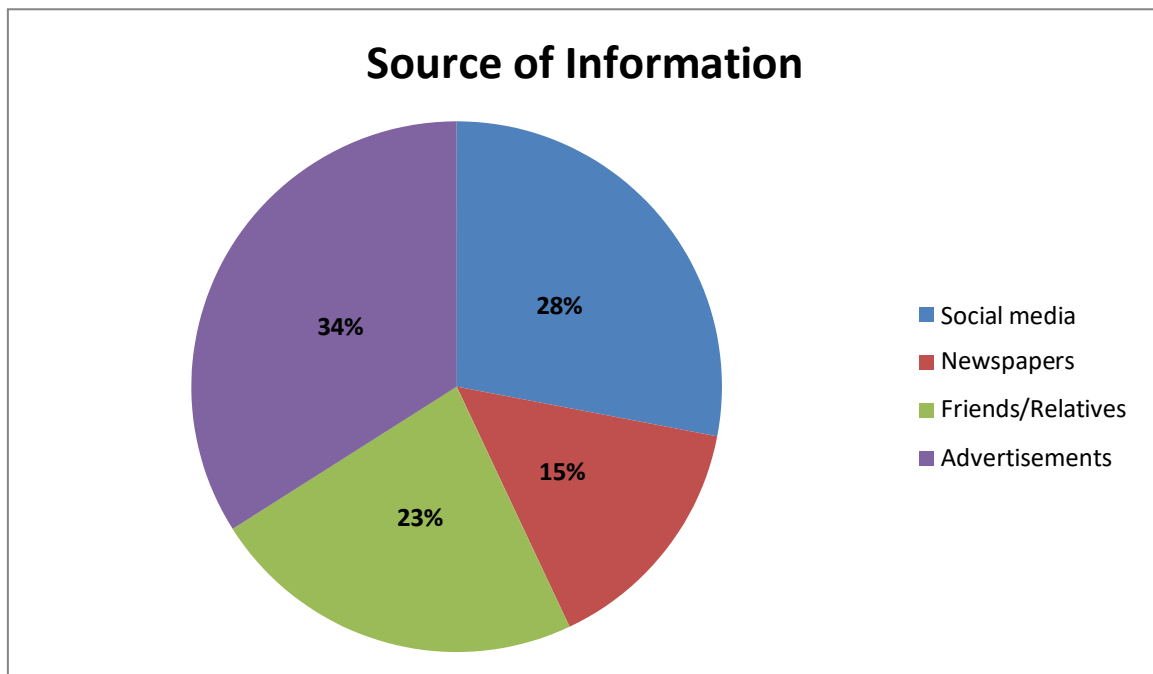


Table 4.6

Opinion on

Price

Particulars	Number of respondents	%
Expensive	35	66%
Affordable	10	19%
Cheap	8	15%
Total	53	100

(Source: Primary Data)

From the above table, 87% of the customers are comfortable with the price of Royal Enfield and 13% are uncomfortable about the price. None of the customers are of the opinion that the price of Royal Enfield is cheap.

Figure 4.6

Opinion on Price

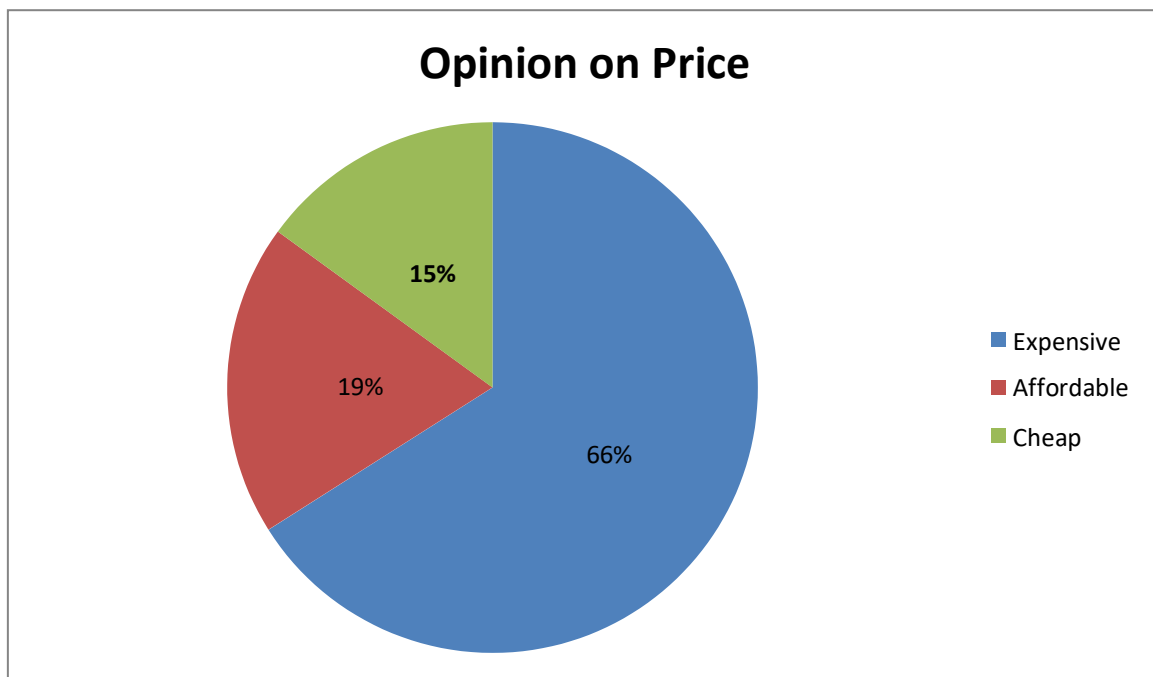


Table 4.7

Purpose of Bike

Particulars	Number of respondents	%
Daily Basis	15	28%
City Touring	10	19%
Stunt/Race	5	10%
Off Roding	23	43%
Total	53	100

(Source: Primary Data)

From the above Figure it is clear that 28% of the customers are using Royal Enfield Motorcycle for Daily Basis, 19% of the customers are using Royal Enfield Motorcycle for city touring, 10% of customers are using for Stunt/ Racing, and 43% of customers are using it for Off Roding

Figure 4.7

Purpose of Bikes

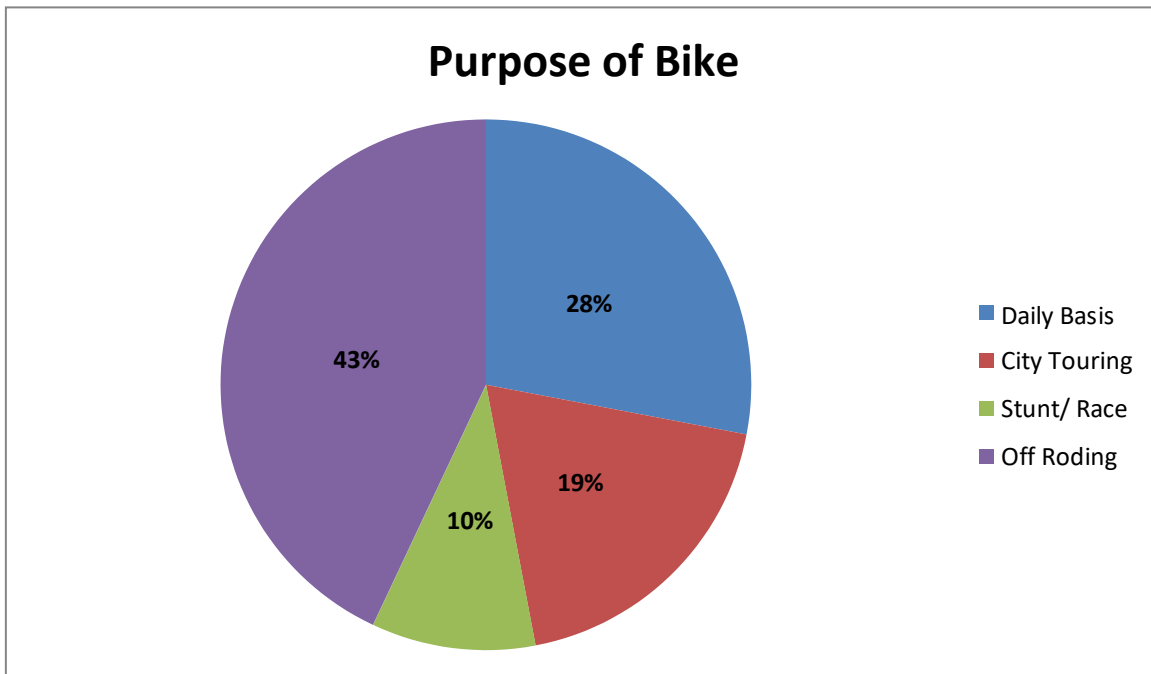


Table 4.8

Most Liked Features

Particulars	Number of respondents	%
Performance	13	25%
Riding Comfort	22	41%
Maintenance	3	6%
Availability of spare parts	5	9%
Mileage	8	15%
Cost of Bike	2	4%
Total	53	100

(Source: Primary Data)

From the above table it is clear that, most likely customers are sat is field with the Riding Comfort (41%), Performance (25%), Maintenance cost (6%), Availability of spare parts (9%), Mileage(15%),Cost of Bike (4%).

Figure 4.8

Most Liked Features

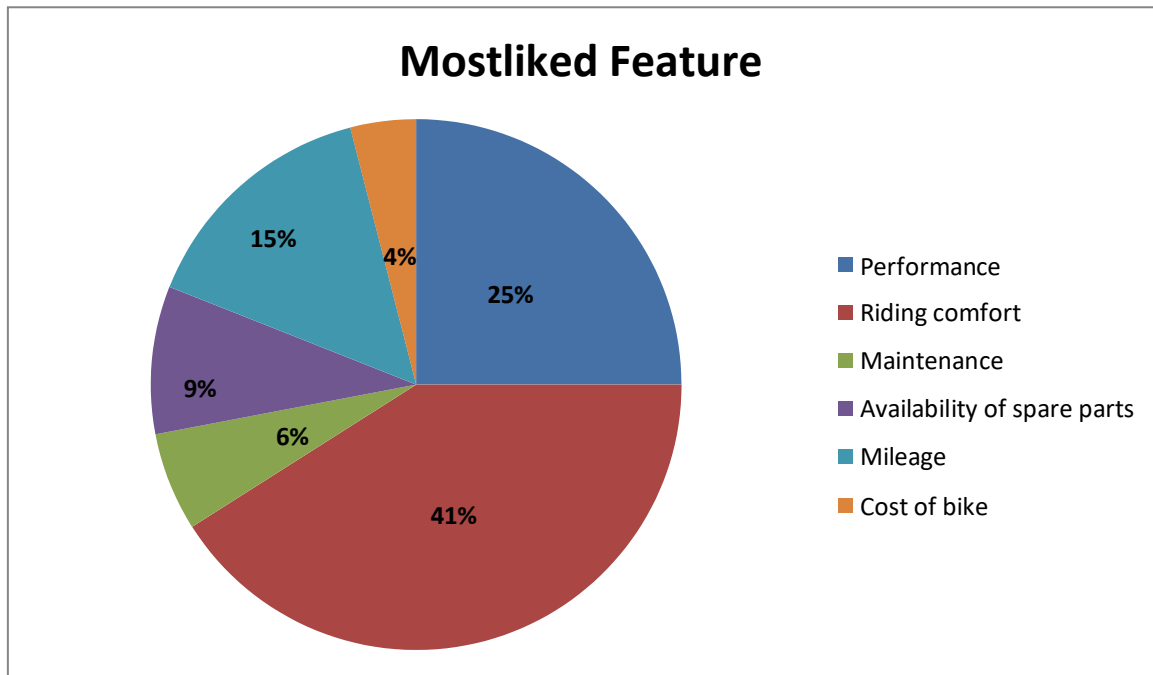


Table 4.9
opinion on Market Price

Particulars	Number of respondents	%
High	35	66%
Medium	15	28%
Low	3	6%
Total	53	100

(Source: Primary Data)

From the table, 66% of the customers are of the opinion that the market price of Royal Enfield are high, 28% of the customers are with the opinion that the market price is medium, (6%) of the customers are of the opinion that market price is low.

Figure 4.9
opinion on Market Price

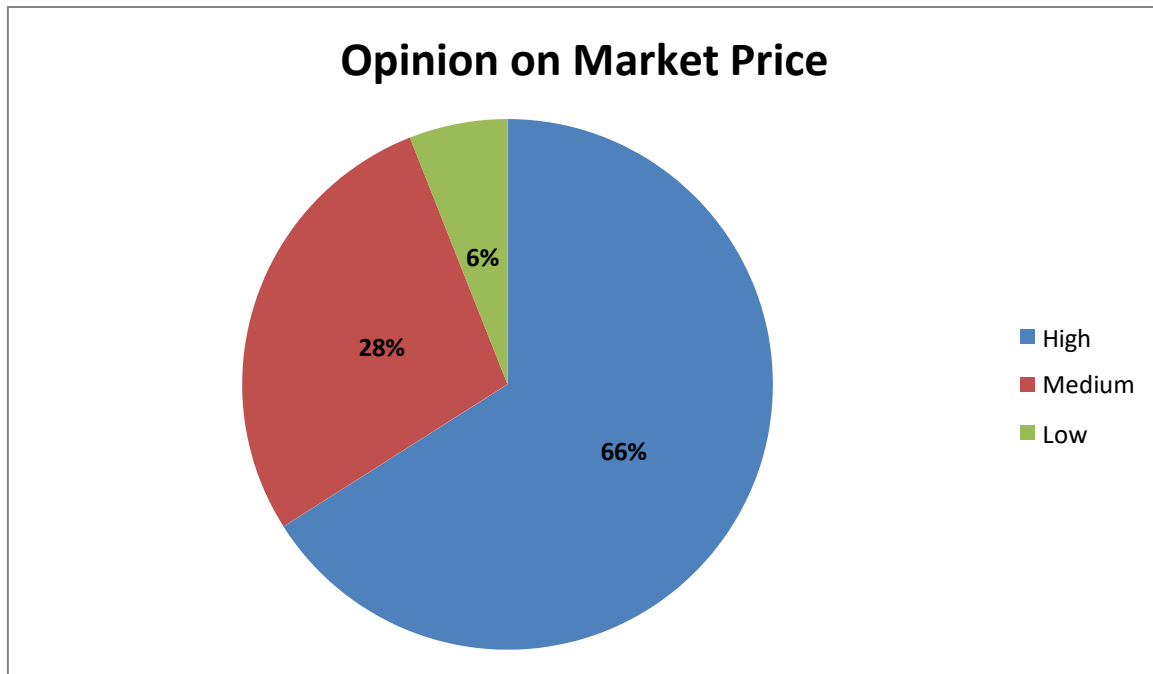


Table 4.10

Comfort of Riding position

Particulars	Number of respondents	%
Yes	50	94%
No	3	6%
Total	53	100

(Source: Primary Data)

From the table all (94%) of the respondents are comfortable with the riding position. (6%) of the mired is- comfortable with their ding position.

Figure 4.10

Comfort of Riding Position

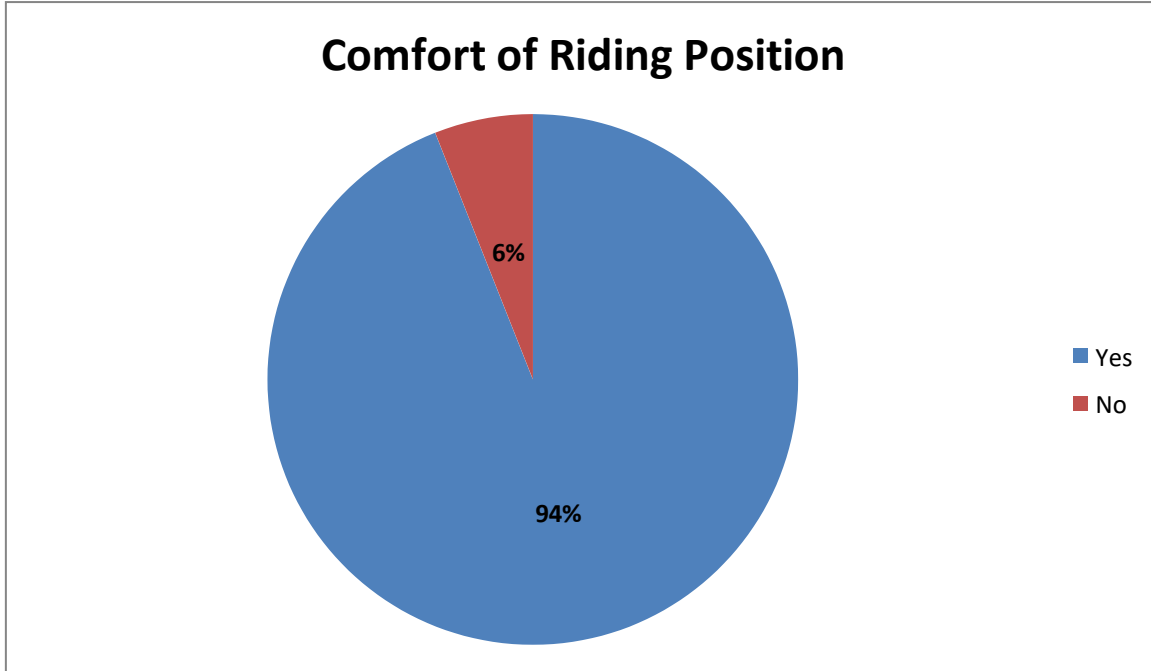


Table 4.11

Satisfaction over fuel efficiency

Particulars	Number of respondents	%
Highly Satisfied	10	19%
Satisfied	30	56%
Neutral	10	19%
Unsatisfied	2	4%
Highly Unsatisfied	1	2%
Total	53	100

(Source: Primary Data)

From the table, 19% of people are highly satisfied with the fuel efficiency of Royal Enfield Bike, 56% of them are satisfied, 19% of them are neutral like, 4% of them are unsatisfied and 2% of them are highly dissatisfied. It is inferred that a smaller number of people are dissatisfied about its fuel efficiency of Royal Enfield.

Figure 4.11

Satisfaction over fuel

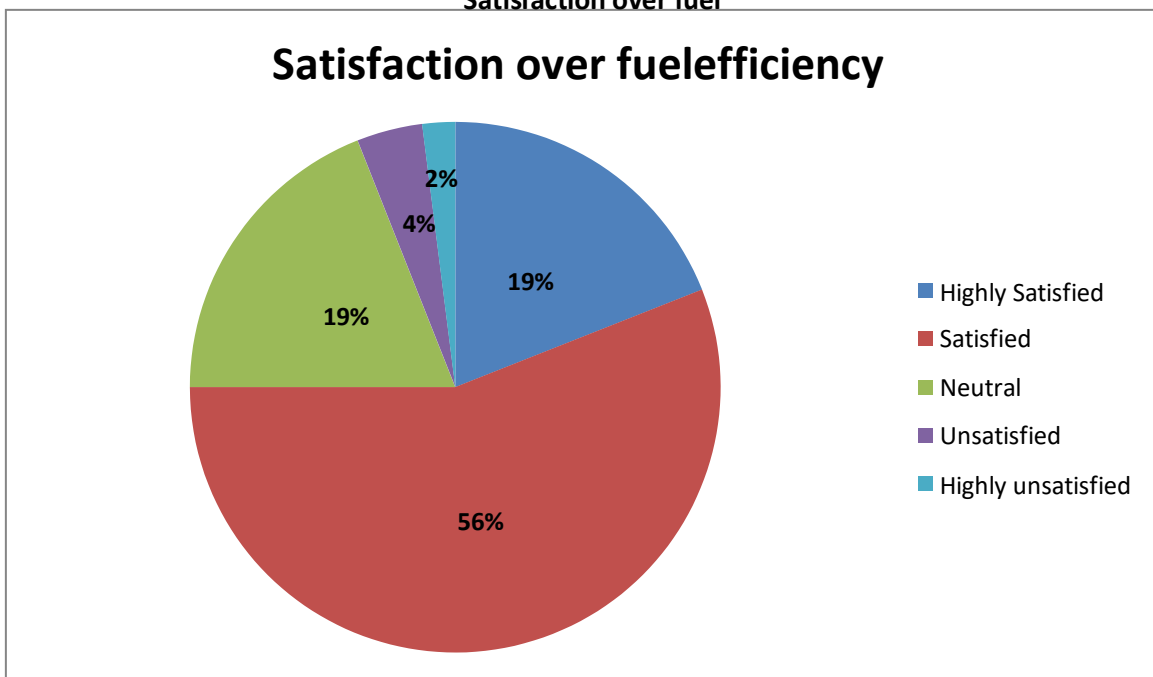


Table 4.12

Suitable for long rides

Particulars	Numbers of respondents	%
Yes	44	83%
No	5	9%
Maybe	4	8%
Total	53	100

(Source: Primary Data)

From the table, 83% of the customers are of the opinion that their Royal Enfield models are suitable for long rides. 9% are of the opinion that it is not comfortable for long rides. 8% are of the opinion that it may be suitable for long rides.

Figure 4.12

Suitable for longrides

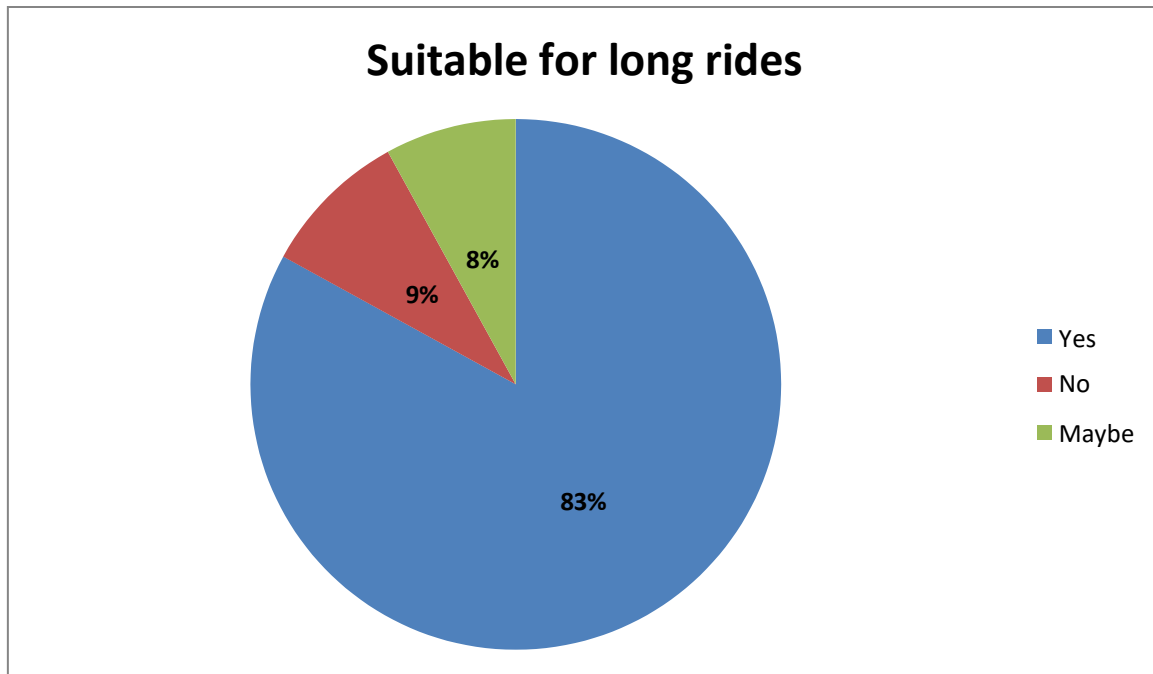


Table4.13

Opinion about resale value

Particulars	Number of respondents	%
Excellent	17	32%
Good	8	15%
Average	19	36%
Below Average	5	9%
Poor	4	8%
Total	53	100

(Source: Primary Data)

From the table, we can understand that 32% of the customers are of the opinion that resale value are Excellent, 15% are of the opinion that their sale value of Royal Enfield Motorcycle are good, 36% are of the opinion that resale value are average and (9%) of them are of the opinion that resale value as below average and (8%) of the majority of the opinion that resale value as poor.

Figure 4.13

Opinion about resale value

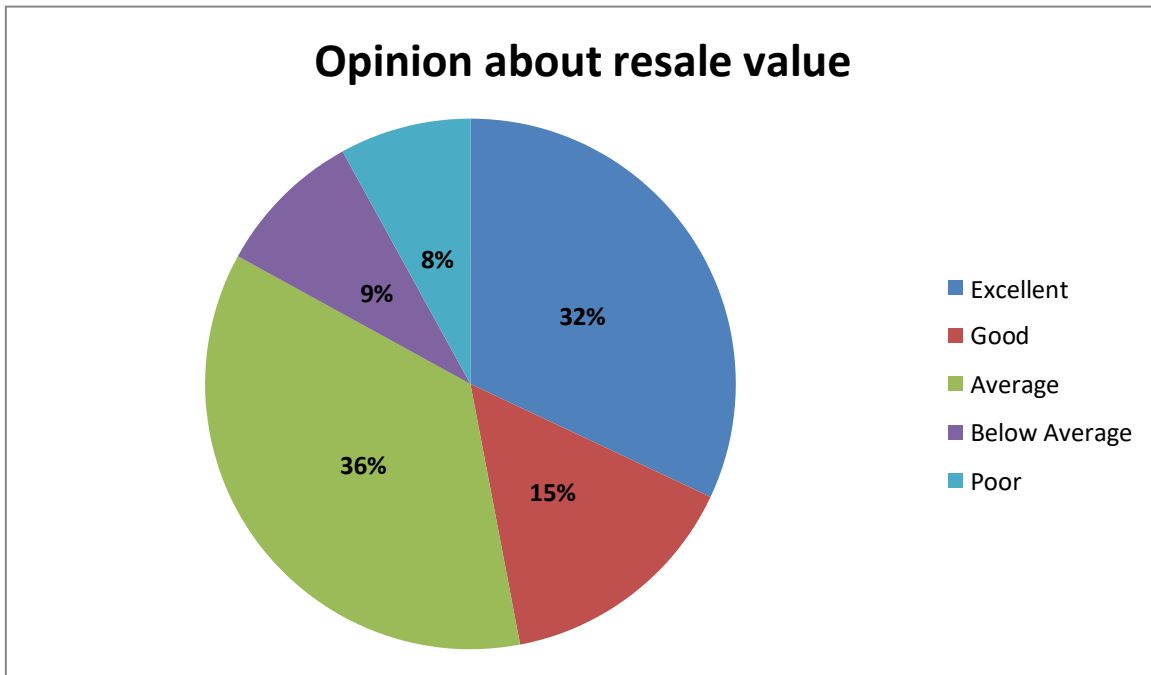


Table 4.14

Preferred service dealers

Particulars	Number of respondents	%
Hashish Motors	53	100%
Total	53	100

(Source: Primary Data)

From the table shows that 13% of the customers are servicing their motorcycle with Hashish Motors.

Figure 4.14

Preferred service dealers

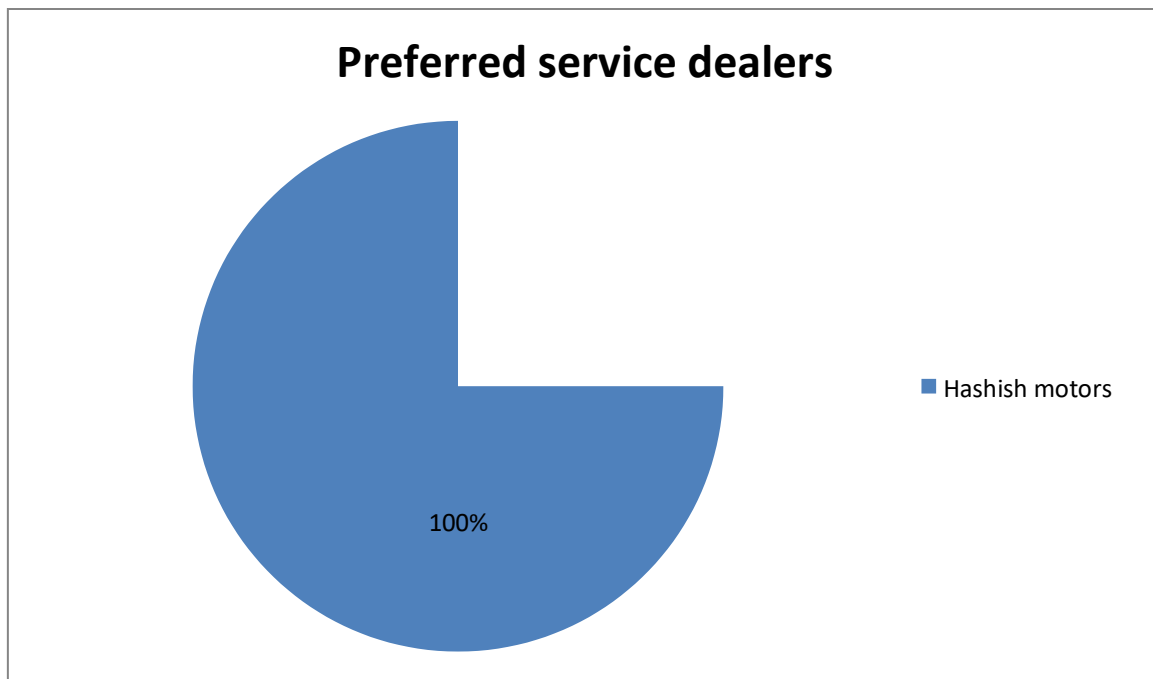


Table4.15

Opinion on afford ability of service charges

Particulars	Number of respondents	%
Yes	5	10%
No	48	90%
Total	53	100

(Source: Primary Data)

From the table, 64% of the customers are of the opinion that service charges are afford able, 36% are of the opinion that service charges are not afford able.

Figure 4.15

Opinion on afford ability of service charges

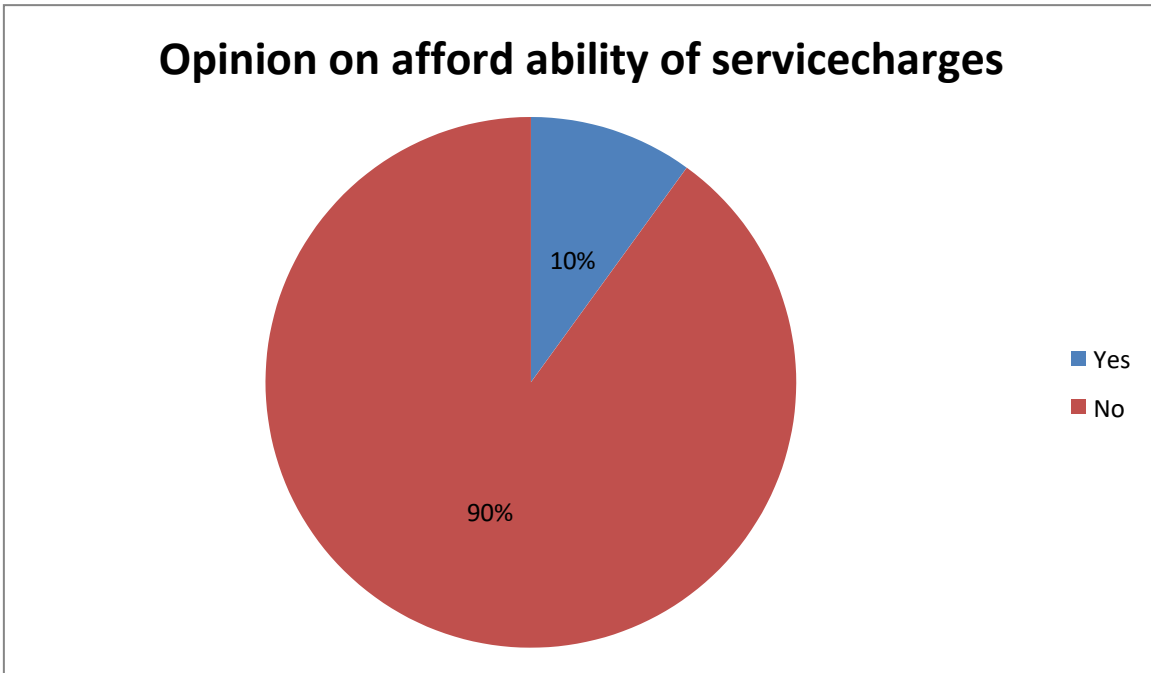


Table 4.16

Timely delivery

Particulars	Number of respondents	%
Yes	35	66%
No	18	34%
Total	53	100

(Source: Primary Data)

From the table, 68% of the customers are of the opinion that they get timely delivery, 32% are of the opinion that they don't get timely delivery.

Figure 4.16

Timely delivery

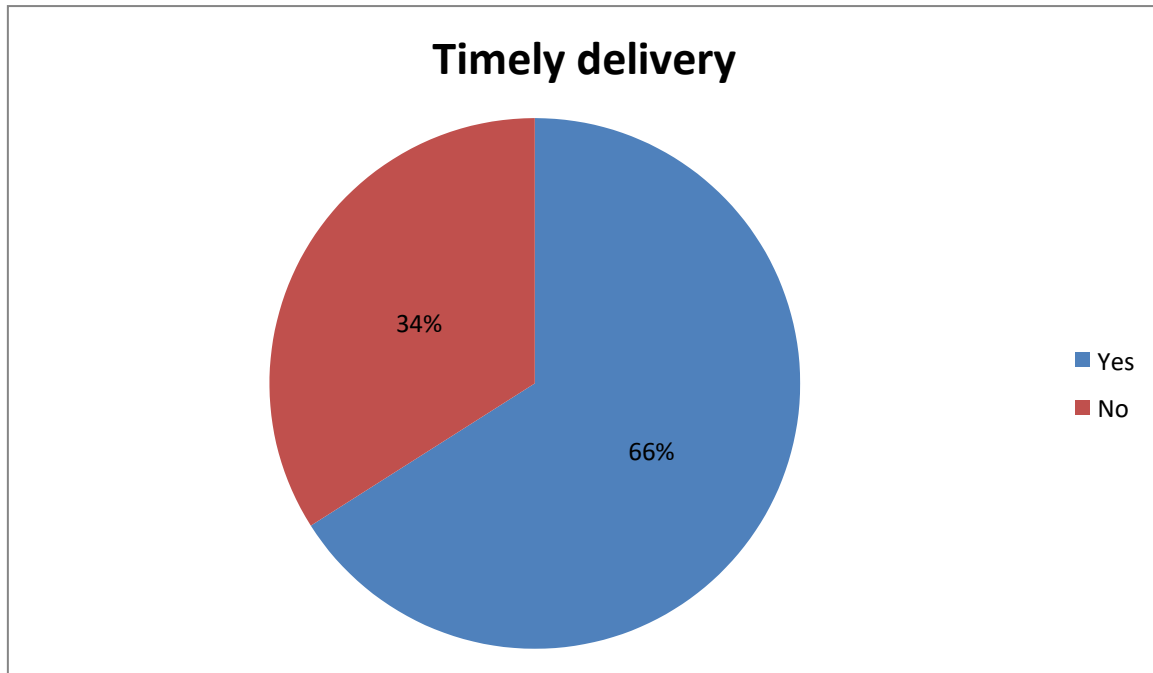


Table 4.17

Recommendation of model

Particulars	Number of respondents	%
Yes	48	90%
No	5	10%
Total	53	100

(Source: Primary Data)

From the above figure it is clear that, 94% of the customers are commend their model and 6% are not recommending their model.

Figure 4.17

Recommendation of model

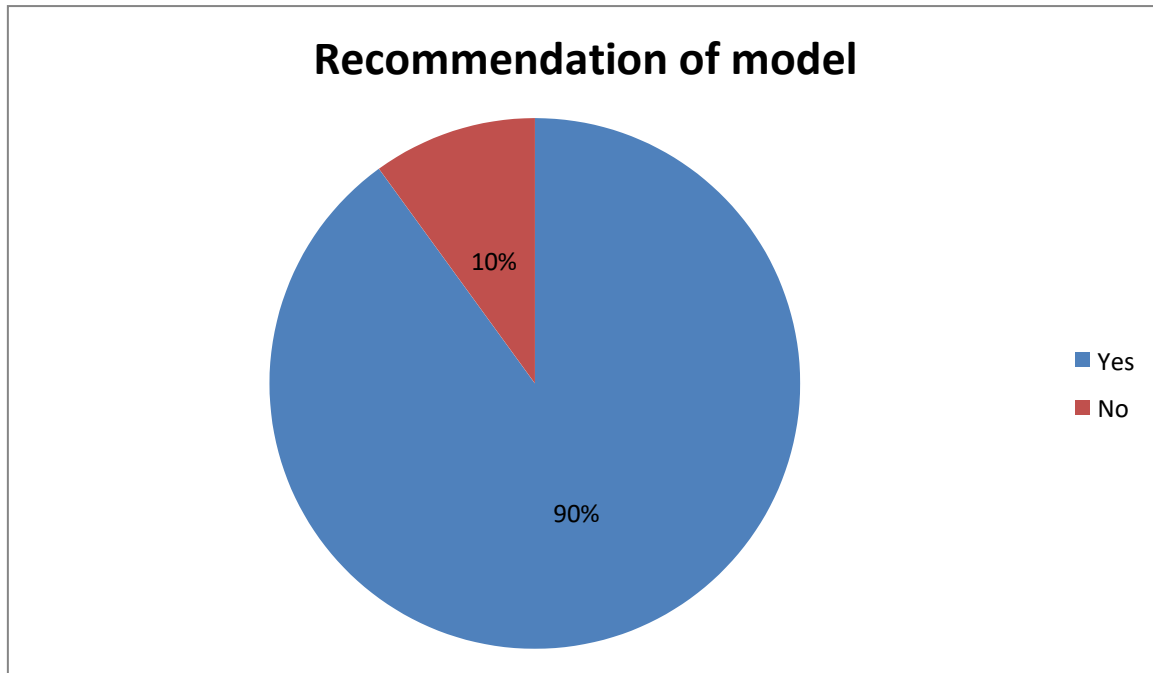


Table 4.18 Overall

Performances

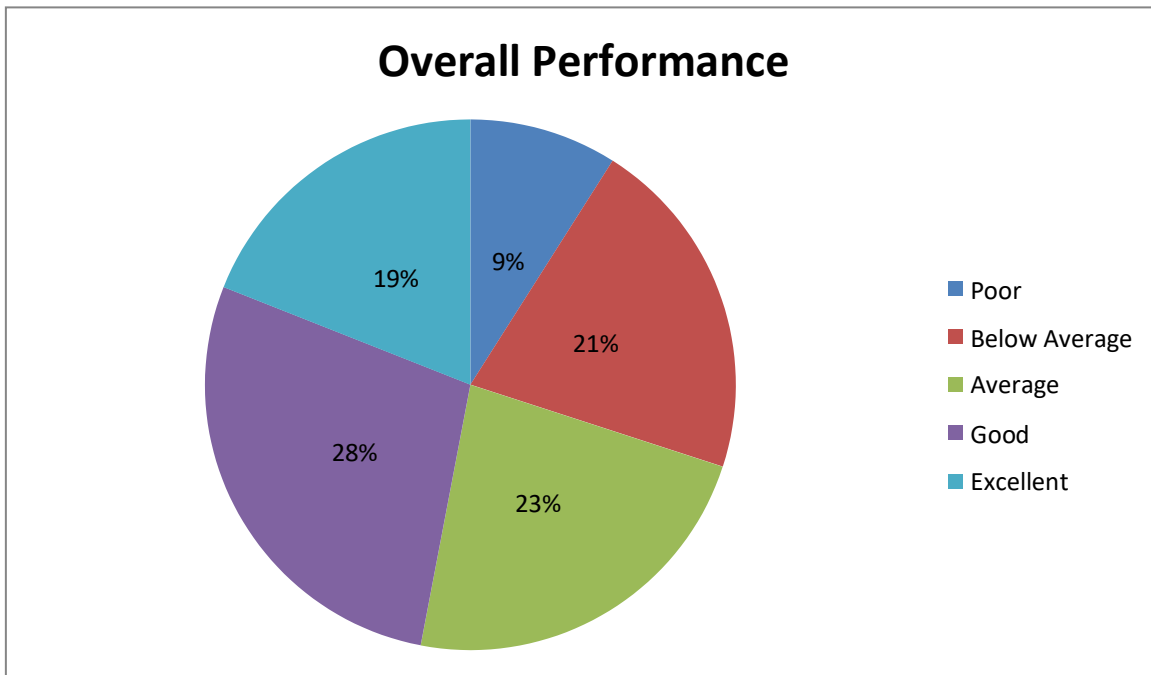
Particulars	Number of respondents	%
Poor	5	9%
Below Average	11	21%
Average	12	23%
Good	15	28%
Excellent	10	19%
Total	53	100

(Source: Primary Data)

According to table 4% of people rated Poor on overall per for mince of Royal Enfield Bike,4 % of them rated Below Average, 12 % of them are Average alike, 57% of them rated Good and23% of them rated Excellent on overall performance. It is in furred that more number of people are sat is field about the overall performance of Royal Enfield.

Figure 4.18

Overall Performance



CHAPTERV
FINDINGS, SUGGESTIONS AND CONCLUSION

5.1 Findings

1. Most of the respondents feel that the price of Royal Enfield is affordable.
2. It is inferred that most of the respondents are using this bike for daily base is and city touring. Very less are using this Royal Enfield bike for off-road and stunt/race purpose.
3. Inter predations shows that the riding com for to f Royal Enfield bikes is the most liked feature of their bike.
4. Majority of the respondents are of the opinion that market price of Royal Enfield is medium.
5. Almost all respondents are com for table with the Riding position.
6. It is inferred that large number of respondents are satisfied about its fuel efficiency.
7. It is inferred that majority of the respondents are of the opinion that Royal Enfield bikes are suitable for long rides.
8. More than half of the respondents are satisfied with their sale value of Royal Enfield bike.

9. Most of their pendants prefer their bikes to be serviced from other dealers.
10. It is inferred that most of the people are sat is field with the afford ability of service charges.
11. It is inferred that most of the people get Timely delivery.
12. It is inferred that majority of theirs pendants are recommending Royal Enfield bike too theirs.
13. Majority of theirs pendants rated good for overall per for mince.
14. Majority of theirs pendants are sat is field with the overall sat is faction.

5.2 Suggestions

- ☒ Royal Enfield's of rappel and attracts males more than females, steps should be taken to attract females too towards the bikes and encourage them to see Royal Enfield as it able option for them.
- ☒ 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.

5.3 Conclusion

This project helps to know about the customer satisfaction towards 'Royal Enfield bikes'. Majority of the customers are satisfied with the riding comfort and performance of Royal Enfield. The customers of Royal Enfield are satisfied with the product. Most preferred model of Royal Enfield is Classic. Most of the customers are satisfied with the fuel efficiency of Royal Enfield. Majority of the customers are male youths and they use Royal Enfield mainly for daily uses and city to urging. Customers are satisfied with the afford ability of service charges and timely delivery. Majority of their pendants are satisfied with the overall performance and the do recommend Royal Enfield Bikes to theirs. From this project it is identified that, most of the customers are satisfied with the Royal Enfield bike

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APPENDIX

1. Name:

2. Age

- 18-24
- 25-34
- 35-44
- 44-54
- 55-64
- Above64

3. Gender

- Male
- Female
- Others

4. Which model of Royal Enfield Motorcycle do you have?

- Interceptor 650
- Continental GT
- Himalayan
- Classic
- Bullet
- Thunderbird

5. Why were you interested to buy this model?

- Performance
- Status Symbol
- Riding Comfort
- Special Purpose
- Maintenance
- Price

6. How did you come to know about this model?

- Social Media
- Newspaper
- Friends/Relatives
- Advertising

7. What is your opinion about the price of Royal Enfield?

- Expensive
- Affordable
- Cheap

8. For what purpose do you use your bike?

- Daily Basis
- City Touring
- Stunt/Race
- Offloading

9. What do you like mutiny our bike?

- Performance
- Riding Comfort
- Maintenance Cost
- Availability of spare parts
- Mileage
- Cost of bike

10. Opinion on market price of Royal Enfield compared to their bikes?

- High
- Medium
- Low

11. Are you comfortable with the riding position?

- Yes
- No

12. Are you satisfied with the fuel efficiency of your bike?

- Highly Satisfied
- Satisfied
- Neutral
- Unsatisfied
- Highly Unsatisfied

13. Is this model suitable for long rides?

- Yes
- No
- Maybe

14. What do you think about their sale value of Royal Enfield?

- Excellent
- Good
- Average
- Below Average
- Poor

15. From which dealer do you service our bike?

- Urban Locomotive
- Aryan Bhang
- SK Motors
- Hashish Automotive
- Other

16. Do you feel that service charge so repair charges are affordable?

- Yes
- No

17. Do you get in time delivery of your bike after servicing?

- Yes
- No

18. Do you recommend this model?

- Yes
- No

19. How will you rate the overall performance of Royal Enfield Motorcycle?

- Excellent
- Good
- Average
- Below Average
- Poor

20. Overall satisfaction of Royal Enfield?

- Highly Satisfied
- Satisfied
- Neutral
- Unsatisfied
- Highly Unsatisfied

21. Do you have any suggestions to improve the standard of Royal Enfield?
