A STUDY ON CUSTOMER SATISFACTION TOWARDS ROYAL ENFIELD WITH SPECIAL REFERENCE TO PALANI TALUK

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ABSTRACT

In the present era, customer is the centre point of all the marketing activities and all the players in the market are trying to hold their place in the minds of the consumers. The satisfaction plays an essential role for the success of any business. Branding is around for centuries as a means to identify and differentiate the goods and services of one producer from those of another. It is considered to be the valuable assets of a business. The brands such as, Royal Enfield are the popular brands in the Two wheeler automobile industry. In this back drop the study has been undertaken to study the satisfaction level of the customers towards Royal Enfield two wheelers in Palani Taluk

KEYWORDS: *Customer Satisfaction, Brand (Royal Enfield)*

1.1 INTRODUCTION

It is being hard to please the present day customers. The market conscious society turned smarter and more priced conscious and in turn more demanding and less forgiving. They checkout the competitors with similar or at times even better offers. So the challenge is not to produce for customers, any firm could do it. The real challenge is to produce delighted customers and more importantly loyal customers.

Customers are the king and without satisfying their needs none can exist in the corporate impression, awareness and consciousness about a company on its offerings. Customer perception is typically affected by advertising, reviews, public relation, social media, personal experience and other channels. By way of analyzing customer perception we can clearly understood how much a firm treats its customers, what is the quality of their products, is it capable to serve the dynamic needs of customers, The Study report deals with the analysis of customer perception conducted among customers of Royal Enfield who purchased different brands Royal Enfield.

1.2 STATEMENT OF THE PROBLEM

In this present scenario automobile industry has heavy competition in two wheeler industry. This study helps to know why customers are choosing Royal Enfield bike. The competitive market satisfaction level is very helpful to motivate business and encourage the market. 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. The company can understand the loyalty of the customers from the present scenario of customer buying behavior and future expectations.

1.3 OBJECTIVE OF THE STUDY

The objectives of the study are as follows:

- To study the consumer perception towards the Royal Enfield bikes.
- To understand the attitude of the consumers towards the Royal Enfield bikes and also to understand the buyer behavior.
- To study the brand awareness, brand images and perception of consumers towards various brands.
- To study the preference of customers on different varieties of Royal Enfield bikes.
- To study consumers expectations in respect to Royal Enfield bikes.
- To study the brand loyalty of Royal Enfield customers.
- To give suitable conclusions and recommendations for findings.

1.4 SCOPE & IMPORTANCE

This study includes customer's responses and awareness towards the brand products and services of Royal Enfield. The results are limited by the sample size 75 and therefore the opinion of only selected customers will take into consideration. Mainly this study will

conducted in Dharapuram and the scope is limited. Customer satisfaction is very essential factor for the success of any company. Satisfied customers are the assets of the company. For satisfying customers the company gives attention to that entire factor which provides customer's satisfaction. So the appropriate knowledge about the customer satisfaction is essential.

The need of the study has been attained to identify the class of customers with regard to preference, the purchase pattern and to analyze the satisfaction level of several models available in the Royal Enfield bike. The study established a ground for further research in the related field on a large scale analysis.

1.5 HYPOTHESIS
H_0 : There does not exist a significant difference relationship between select variables and satisfaction level.

1.6 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 through understanding of what a user looks for while buying a bike. The study analysis of the data was done through simple statistical technique such as drawings of percentage for generalization. The first phase is completely internal where it is stormed over the most effective route of action. Considering that bullet users in Dharapuram The second phase in with some of the seasoned bikers who have been using Bullets for some time now and are generally known and respected amongst the bullets community. The third phase is with some respondents who will be interviewed with the help of questionnaire keeping in mind the time and cost constraints.

1.7 DATA COLLECTION
The task of data collection beings after a research problem has been defined and research design. While deciding about the method of data collection to be used for the study, the researcher should keep in mind two of data
- **Primary data**
- **Secondary data**

Primary Data
Primary data assumes a great importance in this type of studies. In this study primary data had been collected from structured questionnaires, observation methods, and interpretation with the executives of the company. In these ways data's are very important and plays a vital role.

The study is primarily based on Primary data. The data has been collected from 75 respondents.

Secondary Data
Secondary data had been gathered from many sources namely.
- Company website, news papers, magazines and journals.
- Company records and reports.
- Standard references and books
- purpose of using secondary data was to increase accuracy, interpretation conclusion and recommendations.

Tools for Analysis
The tools used for analysis are,
- Rank analysis
- Chi-square
- t-test
- ANOVA

1. Rank Analysis
Garrett ranking technique was used to rank the preference indicated by the respondents on different factors. As per this method, respondents have been asked to assign the rank for all factors and outcomes of such ranking have been converted into score value with the help of the following formula:
Percent Position= 100(Rij-0.5)/Nj Where.,
Rij= Rank given for the ith variable by jth respondents
Nj=Number of variable ranked by jth respondents
With the help of Garrett's Table the per cent position estimated is converted in to scores. Then for each factor, the scores of each individual are added and then total value of scores and mean values of score is calculated. The factors having highest mean value I considered to be most important factor.

Weighted Average = Total Scores / Total Weight

2. T- test
A t-test is a type of inferential statistic which is used to determine if there is a significant difference between the means of two groups which may be related in certain features.

3. Anova
- Analysis of variance is a collection of statistical models and their associated estimation procedures (such as the "variation" among the between groups) used to analyse the differences among group means in a sample.
- A one way anova is used to test the difference between the means of two groups on a single variable.

4.Chi-square test
Chi-square test is a statistical test commonly used for testing independence and goodness of fit. Testing independence determinants whether two or more observations across two populations are dependent on each other (that is, whether one variable helps to estimate the other). Testing for goodness of fit determines if an observed frequency distribution matches a theoretical frequency distribution. In both cases the equation to

$$X^2 = \frac{\sum (O-E)^2}{E}$$

Calculate the chi-square statistic is where O equals the observed frequency and E the expected frequency. The results of a chi-square test, along with the degrees of freedom are used with a previously calculated table of chi-square distribution to find p value. The p-value can then be determined the significant of the test.

1.8 LIMITATIONS OF THE STUDY

- The research was confined to Dharapuram city only; it represents the customer's perception towards Royal Enfield bikes.
- The second limitation was the lack of time due to which only 75 questionnaires were distributed. And also 75 questionnaires are very small in number.
- The study is a to Royal Enfield owners.
- The findings of the study solely depend on the response given by the customer. So it cannot be generalized as a whole.
- This study is based on sample the survey, which may not actually represent the total population

REVIEW OF LITERATURE

- **Lisa R. Klein and Gary T. Ford (2003) [1].** It has been stated by the authors that the customers can do a cost benefit analysis to choose a search strategy, i.e. what, when, how much and where to search, but the customers do not search much, which may be due to customers' perception that the search costs are quite high or that the value of the search is quite low. As a part of pre-purchase search for perfect automobile as per their requirement, the customers in this digital age take the help of internet, websites as well as social networking sites to do a comparative study of the different models of different brands available in the market. Hence their opinion is also influenced by the reviews of the people already possessing the motorcycles and using it.
- **Anderson, Fornell and Mazvancheryl,(2004) [2].** Regardless of the way that is over the top to produce satisfied and stable fast customers however that would show beneficial in a long continue running for a firm.
- **Gustafson, Johnson and Roos,(2005) [3].** Thusly a firm should focus on the improvement of organization value and indict suitable workable expense of a particular complete objective to fulfill their customers which would finally help the firm to grip its customers.
- **Foale, Tony(2006) [4].** Motorcycle Handling and Chassis Design. Tony Foale Designs. The book provides detailed information about the anatomy of motorcycles. It explains in a very easy and simple language how a motorcycle works. It also gives information about the development in the automobile technology. Pictures and diagrams are an integral part of the book. The book is a must for every researcher working in similar field

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ANALYSIS AND INTERPRETATION
INTRODUCTION

The term analysis refers to the computations of certain measures along with searching for patterns or relationship among the data groups. After collection of data, it has to processed and analyzed in accordance with the outline laid down for the development of the research plan.

INTERPRETATION

Interpretation refers to task of drawing inferences from the collected facts after an analytical and or experimental study in fact; it is search for border meaning or research findings.

ANALYSIS AND INTERPRETATION

Analysis and interpretation are closely related. Interpretation is not possible without analysis and without interpretation, analysis has no value. Hence the term analysis is widely used to refer both analysis and interpretation.

In Order To Study Customer Preference and Satisfaction towards "Royal Enfield" A Sample of 75 Respondents (Customer) The collected information was classified and tabulated and the objectives were answered through the following statistical tool:

- **Rank analysis**
- **T-test**
- **Anova**
- **Chi-square analysis**

TABLE- 4.1-RANK OF THE PRODUCT

Attributes	Respondents					Score	Rank
	I	II	III	IV	V		
Design	37 (185)	0 (0)	23 (69)	0 (0)	15 (15)	269	I
Mileage	7 (35)	15 (60)	30 (90)	8 (16)	15 (15)	216	III
Speed	15 (75)	30 (120)	0 (0)	15 (30)	15 (15)	210	IV
Options	8 (40)	23 (92)	22 (66)	15 (30)	7 (7)	235	II
Color	8 (40)	7 (28)	0 (0)	37 (74)	23 (23)	165	V

Sources:- primary data

INTERPRETATION

The above table show clear that the respondents provided the first rank to design, second rank to options, third rank to mileage, fourth rank to speed, and fifth rank to color.

TABLE- 4.2RANK OF USER FRIENDLY

S. No	Applications	Weight	5	4	3	2	1	Total
		Rank	1	2	3	4	5	
1	Breaking system		29	0	16	22	8	75
2	Head lamb		8	7	8	22	30	75
3	Handling		8	8	22	23	14	75
4	Pulling power		23	15	22	0	15	75
5	Safety		7	45	7	8	8	75
	Total		75	75	75	75	75	

Sources:- primary data

INTERPRETATION

Weights have been assigned to the various features of product with maximum weight given to the first rank and the least weight given to the last rank. Finally for each applications total source are arrived at by multiplying the weight by the number of respondents.

From the above table the total scores and the weighted average for using feature of the product Breaking system has been arrived at as follows.

Total scores = (5*29) + (4*0) + (3*16) + (2*22) + (1*8)

= 145 + 0 + 48 + 44 +8 = 245

Weighted Average = Total Scores / Total Weight

= 245 / 15

= 16.3

The same procedure has been followed for the remaining applications also.

✓ Weighted average rank for user friendly features is shows in the following table.

TABLE 4.3 (1)WEIGHTED AVERAGE RANK

S.No	Factors	Total scores	Weighted Average	Rank
1	Breaking system	245	16.3	III
2	Head lamb	166	11	V
3	Handling	198	13.2	IV
4	Pulling power	256	17	II
5	Safety	260	17.3	I

Sources:- primary data

INTERPRETATION

From the above table 4.20, it is clear that the respondents provided the first rank to safety, second rank to pulling power, third rank to breaking system, fourth rank to handling, and fifth rank to head lamb.

USER SATISFACTION LEVEL
LEVEL OF SATISFACTION

Satisfaction index is computed to ascertain the level of satisfaction of the respondents on the services offered by Royal Enfield. Royal Enfield offers various service facilities its customer. The response is rated on a five point scale and answer to the question range from five to one.

Thus the maximum score is 105. The mean satisfaction is 75 and the standard deviation is 5. The score up to 70 is categorized as low, the score from 71 to 79 is categorized as medium and the score 80 and above is categorized as high.

Level of Satisfaction of Royal Enfield

Level of Awareness	Number of Respondents	Percentage of Respondents
Low	22	29
Medium	38	51
High	15	20
Total	75	100

Sources: Primary data

The table shows that 22 (29 percent) respondents have low level of satisfaction, 38 (51 percent) respondents have medium level of satisfaction and 15 (20 percent) respondents have high level of satisfaction of the Royal Enfield.

Table selects personal variables and level of satisfaction (T-test)

Area of residence	Rural	11	1.4545		
	Semi urban	8	2.0000	2.816	0.066
	Urban	56	1.9821		
	Total	75	1.9067		
Age	20 to 30	44	2.1818		
	30 to 40	15	1.0000		
	40 to 50	8	2.0000	18.202	0.000**
	Above 50	8	2.0000		
	Total	75	1.9087		
Family members	Below 2	7	2.1429		
	2 to 4	46	1.9783		
	4 to 5	15	2.0000	5.165	0.003**
	Above 5	7	1.0000		
	Total	75	1.9067		
Education qualification	10th	8	2.0000		
	12th	22	1.3182		
	Degree	33	1.2121		
	Diploma	6	1.8333	8.510	0.000**
	Illiterate	6	2.3333		
	Total	75	1.9067		
Occupation	Professional	14	2.0000		
	Business	26	1.8462		
	Agriculture	5	1.4000		
	Student	25	2.0800	1.417	0.237
	Others	5	1.6000		
	Total	75	1.9067		
Monthly income	10000 to 20000	50	1.7800		
	20000 to 30000	16	2.5000		
	30000 to 40000	6	1.5000	6.257	0.000**
	Above 40000	3	1.6667		
	Total	75	1.9067		

Factors Influencing Level of Awareness
Table selects personal variables and level of satisfaction (ANOVA)

Variables		N	Mean	F	Sig
Gender	Male	68	1.9118	.066	0.846
	Female	7	1.8571		
Marital Status	Married	23	1.3478	.156	0.000**
	Un married	52	2.1536		
Type of family	Nuclear	30	1.5000	.432	0.000**
	Joint	45	2.1778		

Source :- primary data   **significant

The above table reveals that there exist a significant difference between the select variables Marital status and Type of family and satisfaction on Royal Enfield that there does not exit significant different between the select variables Gender and satisfaction on Royal Enfield.

Chi- Square Test

Chi- square test is carried out to know whether there exists a significant association between select variables - Area of residence, Gender, Age, Marital status, Type of family, Members of family, Family income, Education qualification, Occupation – and the level of satisfaction.

Ho: There does not significant association between the select personal variables and level of satisfaction.

Table selects personal variables and level of satisfaction (Chi-square)

The above table reveals that among the personal variable select there exists a significant difference the select variable income, Education qualification, age, Family members, and level of satisfaction on Royal Enfield (P<0.05), where as there does not exist a significant difference between select variable namely Area of residence, Occupation, Monthly income, and Level of satisfaction on Royal Enfield (P>0.05).

Variables		Level of Awareness			N=75	X^2	'P' Value
		Low N=22	Medium N=38	High N=15			
Area of residence	Rural	7 (63.6)	3 (27.3)	1 (9.1)	11	8.850	0.065
	Urban	1 (12.5)	6 (75)	1 (12.5)	8		
	Semi-urban	14(25)	29(50.8)	13(23.2)	56		
Gender	Male	20(29.4)	34(50)	14(20.6)	68	.191	0.909
	Female	2(28.6)	4(57.1)	1(14.3)	7		
Age	Below 20	5(11.4)	26(59.1)	13(29.5)	44	51.542	0.000**
	20 to 30	15(100)	0(0)	0(0)	15		
	30 to 40	0(0)	8(100)	0(0)	8		
	Above 40	2(25)	4(50)	2(25)	8		
Marital status	Married	15(65.2)	8(34.8)	0(0)	23	22.849	0.000**
	Unmarried	7(13.5)	30(57.7)	15(28.8)	52		
Type of family	Joint	15(50)	15(50)	0(0)	30	17.285	0.000**
	Nuclear	7(15.6)	23(51.1)	15(33.3)	45		
Members of family	Below 2	1(14.3)	4(57.1)	2(28.6)	7	34.709	0.000**
	2 to 4	14(30.4)	19(41.3)	2(28.6)	46		
	4 to 5	0(0)	15(100)	0(0)	15		
	Above 5	7(100)	0(0)	0(0)	7		
Education qualification	10th	0 (0)	8(100)	0 (0)	8	37.939	0.000**
	12th	15(68.2)	7(31.8)	0 (0)	22		
	Degree	5(15.2)	16(48.5)	12(36.4)	33		
	Diploma	1(16.7)	2(33.3)	3(50)	6		
	Others	1(16.7)	2(33.3)	3(50)	6		
Occupation	Professional	0(0)	14(100)	0(0)	14	24. 035	0.002**
	Business	11(42.3)	8(30.8)	7(26.9)	26		
	Agriculture	3(60)	2(40)	0 (0)	5		
	Student	6(24)	11(44)	8(32)	25		
	Others	2(40)	3(60)	0 (0)	5		
Monthly income	10000-20000	17(34)	27(54)	6(12)	50	19.262	0.004**
	20000– 30000	0 (0)	8(50)	8(50)	16		
	30000– 40000	3(50)	3(50)	0 (0)	6		
	Above 40000	2(66.7)	0 (0)	1(33.3)	3		

Source :- primary data   **significant

The above table reveals that among the personal variables select there exists a significant association between the select personal variable namely Monthly income, Occupation, Education qualification, Members of family, Type of family, Marital status, Age and the Level of satisfaction on Royal Enfield (P<0.05), whereas there dost not there exists a significant association between the select personal variable namely Area of residence, Gender and the Level of satisfaction Royal Enfield (P>0.05).

FINDINGS AND SUGGESTION
FINDINGS
The present study is an empirical study, both primary and secondary data are collected for the study. A well-structured questionnaire was prepared and presented for the collection of data from the respondents. The present study has been undertaken in Dharapuram town. As regards the selection of respondents, convenient sampling technique has been adopted.

In accordance with the objectives framed, the data collected were analyzed with the help of statistical tools. The percentage analysis was carried out for the socio-economic profile of the respondents, simple percentage and chi- squared were worked out to know the level of satisfaction of the sample respondents. Weighted average ranks were used to test the motivating factors.

The sample picked from the population of users of two wheelers of Royal Enfield has thrown a new look into perception of consumers.

The findings are as follows:
- Majority 50 percent of the respondents were in the age group of up to 20 to 30 years
- Majority 89 percent of the respondents were male.
- Majority 69 percent of the respondents were unmarried.
- Majority 44 percentages of the respondents had Degree holders.
- Majority 35 percent of the respondents were doing business
- Majority 67 percent of the respondents are drawing a monthly salary of Rs.10000 to Rs 20000.
- More than half percentage of people will be living nuclear family.
- Major 71 percentages of the respondents was have 2 to 4 members in the family.
- More than 75 percentage of people living semi-urban
- The 40 percentage of respondents awareness form the users.
- More than half percentage people using Classic model.
- More than 57 percentage of people for using reason like own.
- Above half percentage of payment made by cash
- Majority 60 percentage of the respondent will be using the 2-3 years.
- The majority of 83 percentage of the respondent brought the vehicle Newly.
- The majority of people say cost of spares is high.
- The majority of vehicles 30 – 40 mileage.
- The above 40 percentage of the respondent service the vehicle at showroom.

SUGGESTIONS
- The vehicle control is one the difficult.
- The vehicle mileage also not standard so improve the mileage.
- This vehicle engine sound and wolves sound also over so controlled the sound also.
- The Royal Enfield bike spares cost high.
- The vehicle takes more periods for service.
- The vehicle vibration is also the one problem of the owner person's
- The vehicle cost also high range.
- A considerable number of respondents opined that there is a need to improve the technology of Royal Enfield bikes
- The complaints received from the customer should be dealt quickly
- It should focus on satisfying the needs for respect, power, safety and comfort.
- Royal Enfield should concentrate on building around the iconic status it already enjoys if it plans to attract customers migrating to other manufacturers.
- Company should focus on younger generation as it can increase sales and market.

CONCLUSION
From the research I came to know about the important conclusion regarding the customer satisfaction of Royal Enfield. From this survey it is found that the satisfaction level of customers in various categories like different age group, gender, income levels, and factors influencing them to buy Royal Enfield and satisfaction level on various factors. Though there are many competitors for Royal Enfield people have higher level of satisfaction and willingness to buy the product and tend to increase the standard of living.

The study has helped Royal Enfield bullet dealers to understands whether the customers are satisfied are not. If not what are the main reason for dissatisfaction of customer towards the dealers and what are all the ways to improve the satisfaction level of customer towards dealer. We can come to conclude younger generation and middle age are more interested in Royal Enfield Bullet, 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 release classic 350/500, also customers are easily affording the price of Royal Enfield bike and customers are very loyal towards the brand Royal Enfield bullet. Royal Enfield should concentrate on its advertising campaign to reach the customer the millage of Royal Enfield Bullet Bikes is very economical and most of them prefer to buy there Bike Brand new from showroom with the spare parts available in market easily. Royal Enfield Bullet has an excellent satisfaction with in the customer for its sound, comfort, and safety.

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.

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