

# CUSTOMER CONTENTMENT WITH THE ROYAL ENFIELD BIKE

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## ABSTRACT

Marketing involves conducting market research, selling products and services to customers, and promoting those products and services through advertising to increase sales. It develops the strategy as the foundation for sales techniques, business communication, and business development. It is an integrated process by which businesses develop strong customer relationships and create value for their customers and themselves. As stated by the term marketing concept, achieving organisational objectives depends on understanding the needs and wants of target markets and providing their desired satisfactions. The paper proposes that an organisation should anticipate the needs and wants of consumers and provide them with more practical assistance than competitors to achieve its corporate objectives. In the marketing context, an orientation is associated with a perception or attitude that a company has toward its product or service, primarily focused on customers and end-users. Throughout history, marketing has evolved significantly in response to changes in consumer preferences.

**Keywords:** Customer satisfaction, Consumer taste, Customer Perception

## INTRODUCTION

Royal Enfield manufactures and assembles motorcycles in a single location in Chennai, Tamil Nadu. Since 1955, this manufacturing plant has continued to produce the Royal Enfield Bullet 350cc and 500cc variants. The Indian automobile sector, increasing at an annual rate of approximately 18 per cent, per centre a sought-after location for major automakers such as Volvo, General Motors, and Ford. The marketing mix of Royal Enfield analysis of the brand/company covers 4PS (Product, Price, Place, Promotion) and explains the Royal Enfield marketing strategy. The article elaborates on the company's pricing, advertising & distribution strategies. Royal Enfield's accomplishments and awards, Royal Enfield outsells the world's leading motorcycle brand Harley Davidson in terms of sales; Harley Davidson's approximated 3,00,000 sold. Royal Enfield's sales climbed by 43% in January 2015. Royal Enfield had a profit of Rs.558 crore in 2014. In 2012, Royal Enfield Thunderbird 500 received the Enthusiast Motorcycle 250cc-500cc award. In 2015, Royal Enfield Thunderbird won the "Motorcycle of the Year" award for engines greater than 250cc. Royal Enfield was named Motorcycle Manufacturer of the Year for the 2012–2013 model year. In 2014, the Royal Enfield Continental GT won the Indian Motorcycle of the Year. Bull Year's classic C5 was named Best Bike (Metric-Stock) at the 2009 Arizona's Bearly Cruzin Car and Motorcycle Show United States of America.

Due to the inquiry of a well-known brand that has existed for more than a century, the number of conceivable outcomes is nearly infinite. When operating within a task and resource constraints, satisfied customers are an organisation's most valuable asset. When it comes to customers, the business considers all factors contributing to their total satisfaction with the organisation. A good business operation requires customer service lines and precise information about a purchaser's pleasure. A study identifies the factors in the buying decision's criteria. The reports have determined that clients successfully served after-sales service, and the company provides spare parts availability. The Bullet client's requirements are identified and recorded. The service features available do not meet the expectations of the clients. The undefined service specifications do not conform to management's vision of what they should be. While the service's specs and expectations match the needs, the service's performance does not meet the criteria. The service does not live up to the customers' expectations—the gap between expectations and actual service results in a customer's judgement or perceived lousy quality. Marketing research lacked poor upward communication, and many layers separated contact between people and management. Individual staff performance and customer views are not standardised. It identifies incompatibility with the actual service provider as the marketing message— a function of the service gap between expected and perceived.

## OBJECTIVE OF THE STUDY

- Identify the post-purchase experience in different parameters (bike performance, service, and mileage).
- To find out what makes a Bullet user happy.
- To gather customer feedback on improving the Royal Enfield motorcycles market share.

## RESEARCH DESIGN

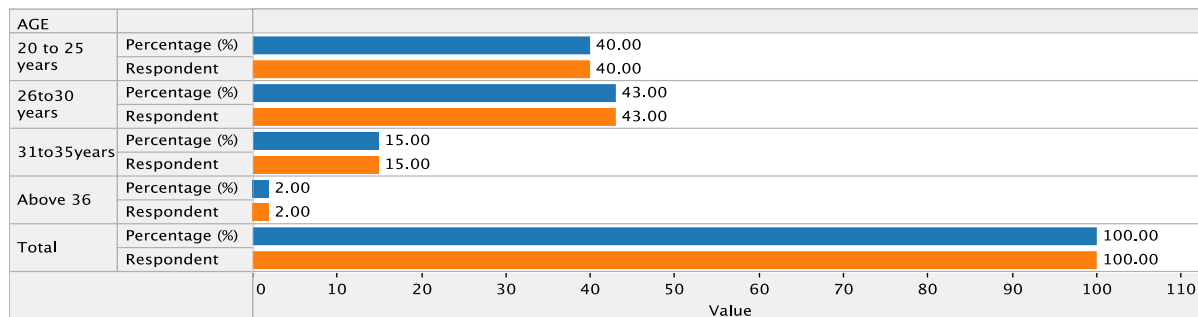
The descriptive Research's results are based on a survey of people who bought a Royal Enfield motorcycle in India. One hundred people looked at convenience sampling. Respondent emailed. Statistics that describe the data were used in analyses and graphs.

## REVIEW OF LITERATURE

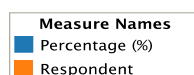
According to Ravichandran et al. (2010), financial liberalisation has increased competitive pressure, and as a result, private banks engaged in retail banking are focusing their strategies on improving service quality, which fosters customer satisfaction and loyalty. Md. Hussain Kabir and Therese Carlsson (2010) Concentrate on discussions and analysis of service quality expectations and preparations in a car service centre. The purpose is to analyse and research the role of service quality in shaping customer perception and determine the gap between customer expectation and perception from the customer's perspective. Customers' dissatisfaction was identified to describe the perception. The survey was carried out in a quantitative case study (Mohammed & Alhamadani (2011). This study measured service quality perceived by customers of Jordan's commercial banks and its effect on customer satisfaction. The service quality metric used in their Research is a modified version of SERVQUAL, published by Parashurama et al. (et al. Mr Debasis Tripathy (2014) A Study of Consumer Attitudes Towards Wheeler Bikes "This study is centred on obtaining consumer satisfaction with bikes in Allahabad, Uttar Pradesh. The study reveals that Honda and Bajaj offer the highest levels of satisfaction. Honda (2015) A Study Assessed Children and Adolescents' Satisfaction with Bikes or Scooters Purchased in and Around Landarn Near Mohali "The Asian country two-wheeler industry had come a long way since its humble beginnings in it's when Bajaj motorcar began commerce and distribution of Vespa scooters in India. Since then, client preferences have evolved away from gear scooters and mopeds, favouring motorcycles and gearless scooters, which offer higher technology, fuel economy, and aesthetics. Dumitrache et al (2016) The electric et al.le sectois a dyc one. The electric bicycle bike) is one such electric vehicle. Like other electric vehicles, the electric bicycle utilises an HLDC motor (Brushless Direct Current Motor). This article describes the process of creating and utilising electrocoating and bikes.

**DATA ANALYSIS AND INTERPRETATION**

**AGE OF THE RESPONDENTS**



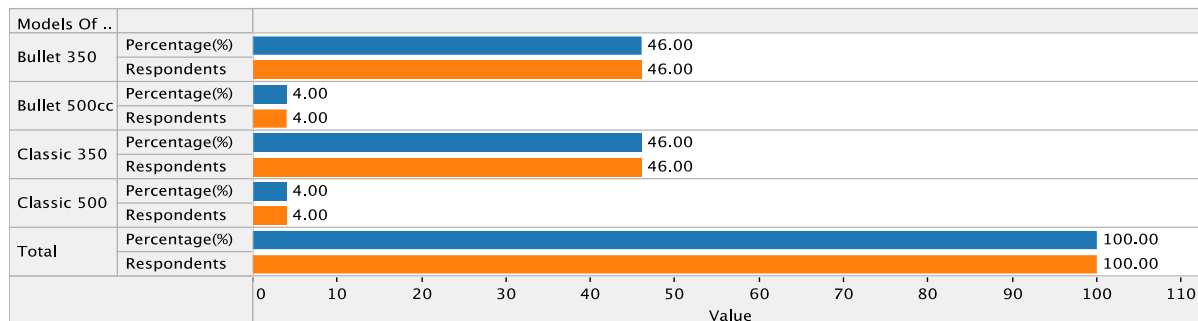
Percentage (%) and Respondent for each AGE. Color shows details about Percentage (%) and Respondent.



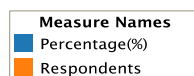
**Source: Primary Data**

The age range of the respondents is in the table below. The age distribution of the respondents is as follows: 43 per cent are 26-30-year-old, 40 per cent are between the ages of 20 and 25 years, 15 per cent are between the ages of 31 and 35 years, and only 2 per cent are 36-40 years old

**MODELS OF ROYAL ENFIELD BIKE**



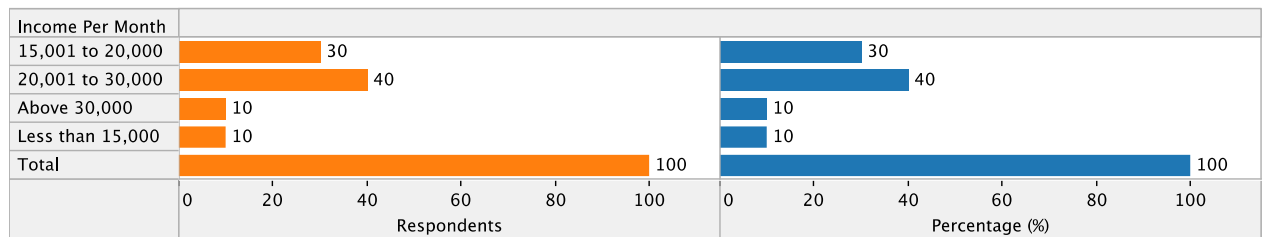
Percentage(%) and Respondents for each Models Of Royal Enfield Bike. Color shows details about Percentage(%) and Respondents.



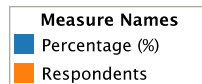
**SOURCE: Primary Data**

According to the information in the preceding table, 33 per cent of respondents are private employees, 21 per cent are self-employed, 16per cent of respondents are students, 16per cent are government employees, and 14per cent in others.

INCOME OF THE RESPONDENTS



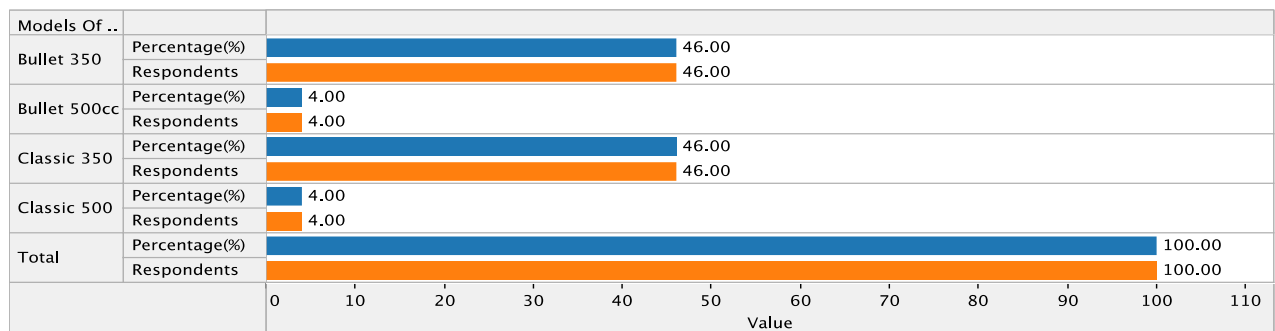
Respondents and Percentage (%) for each Income Per Month. Color shows details about Respondents and Percentage (%).



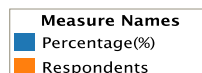
Source: Primary Data

40% of responders are 20,001 to 30,000, 30% are 15,001 to 20,000, 10% are Less than 15,000, and 10% are Above 30,000.

MODELS OF ROYAL ENFIELD BIKE



Percentage(%) and Respondents for each Models Of Royal Enfield Bike. Color shows details about Percentage(%) and Respondents.

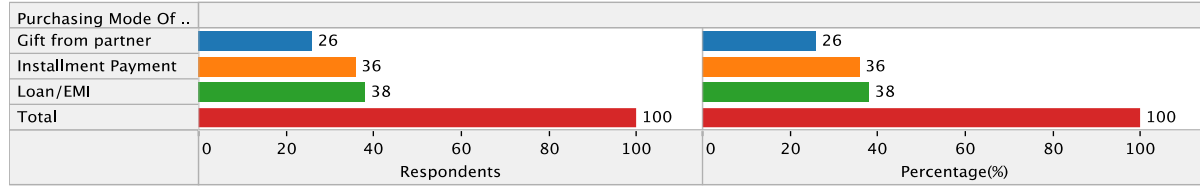


Source: Primary Data

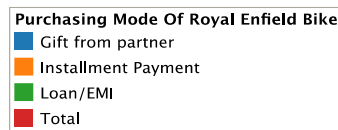
The above table shows that 46% of the respondents are Bullet 350, 46% of the respondents are Classic 350cc, and 4% are Classic 500

### PURCHASING MODE OF ROYAL ENFIELD BIKE BY THE RESPONDENTS

PURCHASING MODE OF ROYAL ENFIELD BIKE BY THE RESPONDENTS



Sum of Respondents and sum of Percentage(%) for each Purchasing Mode Of Royal Enfield Bike. Color shows details about Purchasing Mode Of Royal Enfield Bike.

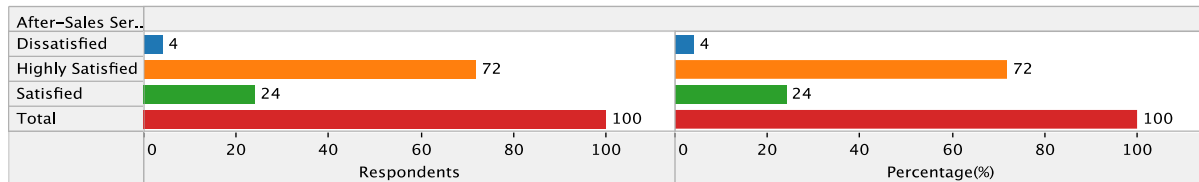


Source: Primary Data

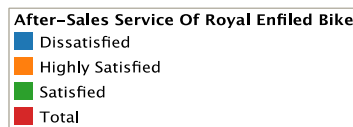
The above table shows that 38% of the respondents are Loan/EMI, 36% are instalment payments, and 26% are Gift from partners.

### SATISFACTION LEVEL OF RESPONDENTS TOWARDS AFTERSALES SERVICE OF ROYAL ENFIELD BIKE

SATISFACTION LEVEL OF RESPONDENT TOWARDS AFTERSALES SERVICE OF ROYAL ENFIELD BIKE



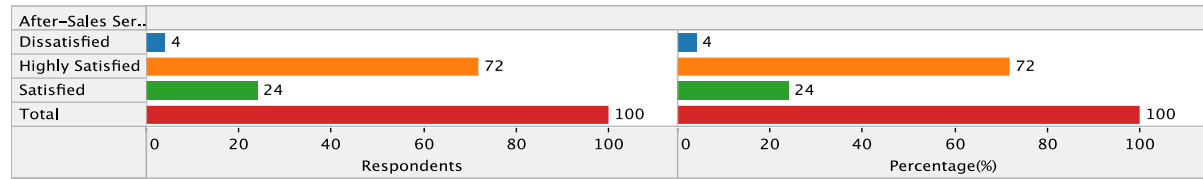
Sum of Respondents and sum of Percentage(%) for each After-Sales Service Of Royal Enfiled Bike. Color shows details about After-Sales Service Of Royal Enfiled Bike.



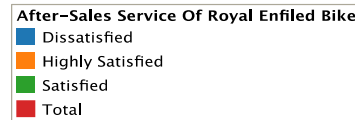
Source: Primary Data

The above table shows that 72% of the respondents are Highly Satisfied, 24% are Satisfied, and 4% are Dissatisfied.

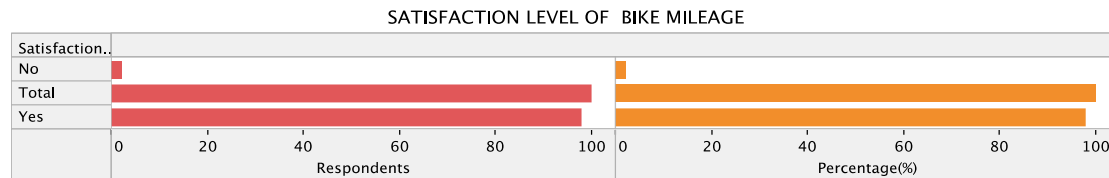
SATISFACTION LEVEL OF RESPONDENT TOWARDS AFTERSALES SERVICE OF ROYAL ENFIELD BIKE



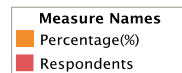
Sum of Respondents and sum of Percentage(%) for each After-Sales Service Of Royal Enfiled Bike. Color shows details about After-Sales Service Of Royal Enfiled Bike.



SATISFACTION LEVEL OF BIKE MILEAGE



Respondents and Percentage(%) for each Satisfaction Level Of Bike Mileage. Color shows details about Respondents and Percentage(%)



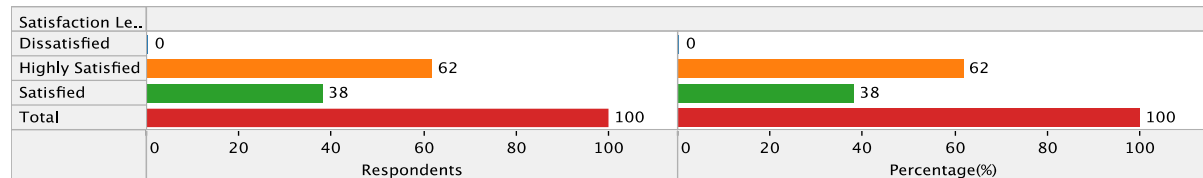
Source: Primary Data

The above table shows that 98% of the respondents are. Yes, 2% of the respondents are not satisfied.

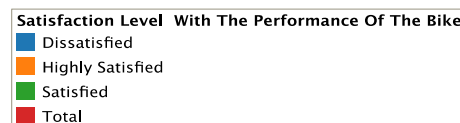
THE SATISFACTION LEVEL OF RESPONDENTS TOWARDS

The Indian automobile sector, which is currently increasing at an annual rate of approximately 18 per cent, has become a sought-after location for major automakers such as Volvo and Ford.

SATISFACTION LEVEL WITH THE PERFORMANCE OF THE BIKE



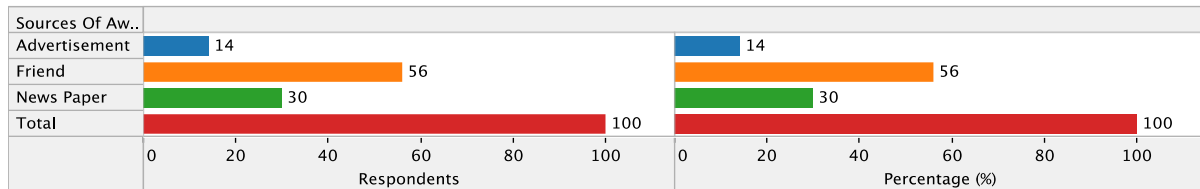
Sum of Respondents and sum of Percentage(%) for each Satisfaction Level With The Performance Of The Bike. Color shows details about Satisfaction Level With The Performance Of The Bike.



Source: Primary Data

The above table shows that 62% of the respondents are Highly Satisfied,38% are Satisfied, and 0% are Dissatisfied.

SOURCES OF AWARENESS OF ROYAL ENFIELD BIKE



Sum of Respondents and sum of Percentage (%) for each Sources Of Awareness Royal Enfield Bike. Color shows details about Sources Of Awareness Royal Enfield Bike.

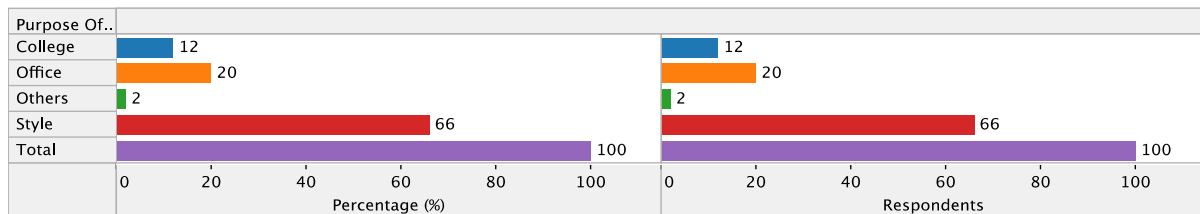


Source: Primary Data

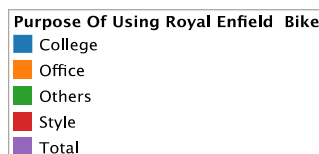
The above table shows that 56% of the respondents are Friends, 30% of the respondents are News Paper, 14% of the respondents are Advertisement

PURPOSE OF USING ROYAL ENFIELD BIKE

PURPOSE OF USING ROYAL ENFIELD BIKE



Sum of Percentage (%) and sum of Respondents for each Purpose Of Using Royal Enfield Bike. Color shows details about Purpose Of Using Royal Enfield Bike.

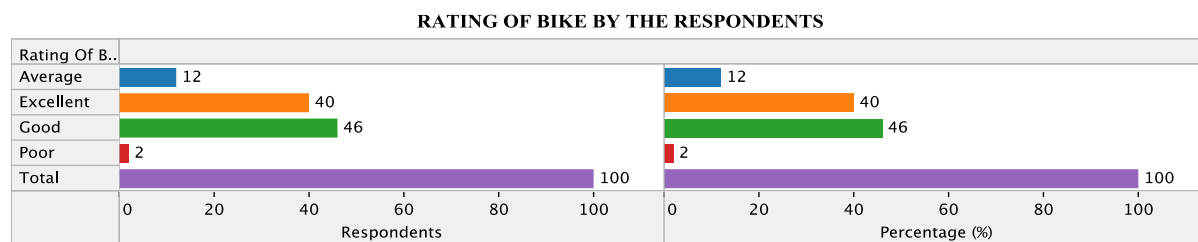


Source: Primary Data

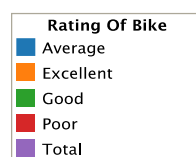
The above table shows that 66% of the respondents are Style, 20% are Office, 12% are College, and 2% of respondents are Others.



### RATING OF BIKE BY THE RESPONDENTS



Sum of Respondents and sum of Percentage (%) for each Rating Of Bike. Color shows details about Rating Of Bike.



#### Source: Primary Data

The above table shows that 46% of the respondents are Good, 40% of the respondents are Excellent, 12% are Average, and 2% are Poor.

### FINDINGS

Most (43%) respondents are 26 to 30 years old. The majority (33%) of the respondents are Private Employees. The majority (40%) of the respondent's income level respondents 01 to 30,0—the majority (46%) of the respondents use Bullet 500 & Classic 500 bikes model. Most responders (38%) bought Royal Enfield motorcycles through loan/EMI. Before purchasing a Royal Enfield, the majority (100%) of respondents considered another brand. Most (96%) of respondents express satisfaction with their work environment. The vast majority of respondents (84%) are Extremely Satisfied with their unique relationship. 76% are satisfied with their company's absence policy. Mainstream Most (64%) believe leaves cause absenteeism. 72% were satisfied with Royal Enfield's after-sales service. The vast majority (96 per cent) of responders concurs with the customer's criticisms—the majority (44% have agreed on the respondents' fuel consumption rate for bikes al Enfield bike before the majority. The Majorite (98%) of the respondents were satisfied with the bike mileage belongs. To the majority %) of the respondents who get spare spots at Royal Enfield, the market belongs Yes. Most (100%) co-respondents' student's co-students provide the best product. Most (62%) of the respondents are satisfied with the bike's performance belongs to belong Satisfied. The majority of the (50%) of the respondents which version of Royal Enfield product are better belongs to the Old version & New version. The majority (56%) responded how do you know about Royal Enfield bike, Friend? Most of the (66 respondents using if you use your bike belongs to Style. Most (50%) of the respondents do like most in

your bike most. Most (46%) respondents rate your bike among other available bikes belongs to Good.

## **SUGGESTIONS**

Royal Enfield's price is relatively high in comparison to the competition. The company has built the ability to reward clients with gifts and discounts. Additionally, the dealer is required to offer discounts on cash purchases. Additionally, the corporation offers various dealers to increase their effectiveness in marketing Royal Enfield products, which other companies do. Due to the popularity of television as a medium for advertising, frequent advertisements must be broadcast on local city cable as the dealer has similarly positioned neon lamps for advertising in the showroom. The manufacturer should guarantee a warranty on specific components, such as clutch plates. The dealer's promotional approach should include test rides at colleges and distributing unique gifts such as diaries, pens, and bags. The dealer should have all colours of Royal Enfield Sports in stock and make them available to customers upon request. Increase Royal Enfield advertising in India. The company should introduce fresh colours for the bikes with new models. The Enfield Company should consider the bike's resale value.

In comparison to other bikes, the resale value is relatively high. All spares and accessories should be readily available at service stations on a timely basis. They enhance the design of wheels to provide a better road with safer driving.

The new Royal Enfield epitomises international Style. There are no other styling features apart from a handsome twin tail lamp and a macho fuel tank. Suspension in a single piece for increased stability and comfort

## **CONCLUSION**

A wide range of two-wheelers has entered the two-wheeler market in recent years. With this increased competition, sales of two-wheelers may have decreased due to the competition. Another Indian two-wheeler company has made as much progress in such a short period as the Royal Enfield Company, which believes in technological excellence and has achieved more than one million customer satisfaction in a relatively short period since its founding in 1903. According to the Enfield company's market research, the company identifies as the number one company in the two-wheeler segment. Considering everything, it is hoped that the company and its dealer will sing a sweet song of success in the future.

## **SCOPE OF THE STUDY**

This investigation incorporates customers' reactions and customers towards the brand items and administration of Royal Enfield. The sample size is 100. A small sample is a restriction of

the study, so the conclusion of just chosen shoppers will be considered. Customers' reactions are exceptionally fundamental factors for the achievement of an organisation.

### LIMITATIONS OF THE STUDY

- The Research is limited to the organised sector of the two-wheeler industry.
- Given time and cost constraints, the sample size was confined to 100 respondents.

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