



## A Study on Customer Satisfaction Towards Royal Enfield Motors, Tirupati

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### ABSTRACT

Customer satisfaction is a fundamental metric that reflects the extent to which a customer's expectations are met or exceeded by a product or service. It serves as a critical indicator of business success, influencing customer loyalty, repeat purchases, and brand reputation. This abstract explores the concept of customer satisfaction, delving into its significance in today's competitive marketplace. It discusses key factors affecting customer satisfaction, including product quality, customer service, pricing, and overall customer experience. Additionally, it examines various methods and tools used to measure and improve customer satisfaction, such as surveys, feedback mechanisms, and customer relationship management systems. Understanding and prioritizing customer satisfaction is essential for businesses aiming to thrive in an increasingly customer-centric environment, emphasizing the importance of ongoing efforts to meet and exceed customer expectations.

**KEYWORDS:** product quality, customer service, pricing, overall customer experience.

### I. INTRODUCTION

Customer satisfaction means taking complete care of customer by giving them complete knowledge about the product and about all the feature of the particular product. Customer satisfaction refers to the measure of how products or services provided by a company meet or surpass customer expectations. It is often measured through surveys and feedback and high levels of satisfaction indicate that customers are happy with their experience, while low levels may indicate areas for improvement.

### DEFINITION

According to Harold E Edmondson "Customer satisfaction" is defined as "the number of customers, or percentage of total customers whose reported experience with a firm it's products, or its services (ratings) exceeds specified satisfaction goals."

### II. REVIEW OF LITERATURE

**D Vijaya Lakshmi (2015)** have completed their study on purchaser pride close to exclusive brands distinct brands of two-wheelers. Their take a look at place turned into constrained Coimbatore metropolis wherein respondents are local of the city. They located of their observeat wheelers help humans to mention clean and convenient journey of their everyday recurringas it cleans to power and take care of. Additionally, they concluded that excessive price of two-wheelers.

**Lakshmi Priya (2016)** has conducted research on consumer delight among the users of Honda wheelers. They tried to pick out the factors which have an effect onto present desire of Honda wheelers. The examiner revealed that maximum of the clients had been glad with the emblem photo and mileage of Honda bikes. Protection price changed into considered a crucial thing and determined first-class of the concern.

### OBJECTIVES OF THE STUDY

- To study the customer preference towards the Royal Enfield.
- To study about the factors influencing the selection of bikes.

### NEED FOR THE STUDY

The increasing the level of satisfaction since the increase of customer loyalty. The marketer to take necessary steps to overcome this problem and



retain its actual customers.

### SCOPE OF THE STUDY

The survey is purely based on the Tirupati region only and has focused on the customers. The scope of the study is to understand and find out the consumer's level of satisfaction on Royal Enfield bikes and to judge consumer perception of Royal Enfield bikes. This study covers the different aspects of consumer's satisfaction.

### III. RESEARCH METHODOLOGY

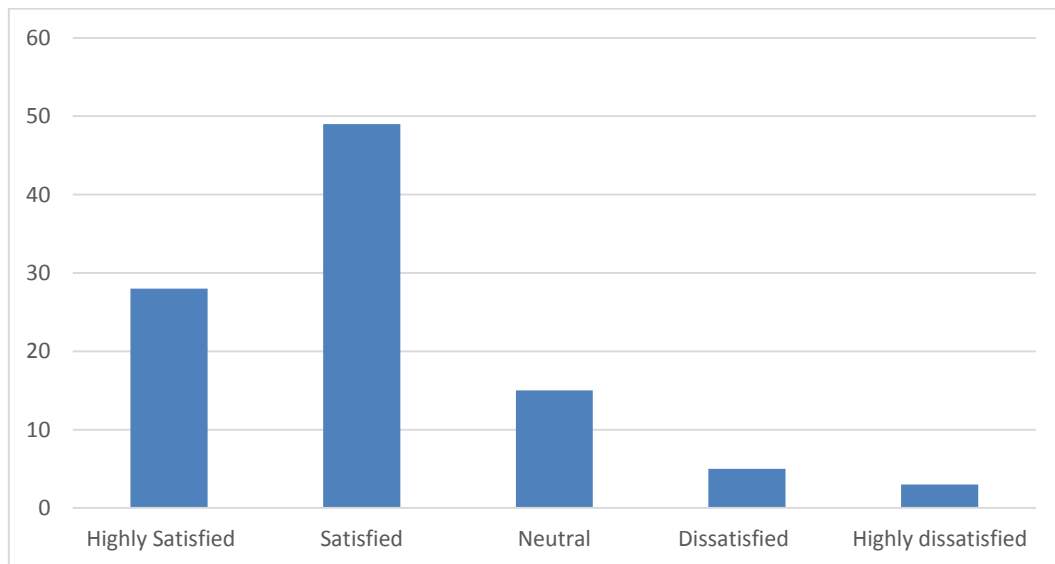
Data collection : Primary & Secondary sources  
Primary Source : Questionnaire  
Type of research : Descriptive research  
Research instrument : Questionnaire  
Sample size : 100  
Sample method : convenience Sampling  
Statistical tool : Percentage analysis and bar charts

### IV. DATA ANALYSIS

Table 1: - Are you satisfied with the design of Royal Enfield bikes.

Options	no. of respondents	% of respondents
Highly Satisfied	28	28
Satisfied	49	49
Neutral	15	15
Dissatisfied	5	5
Highly dissatisfied	3	3
Total	100	100

Chart -1



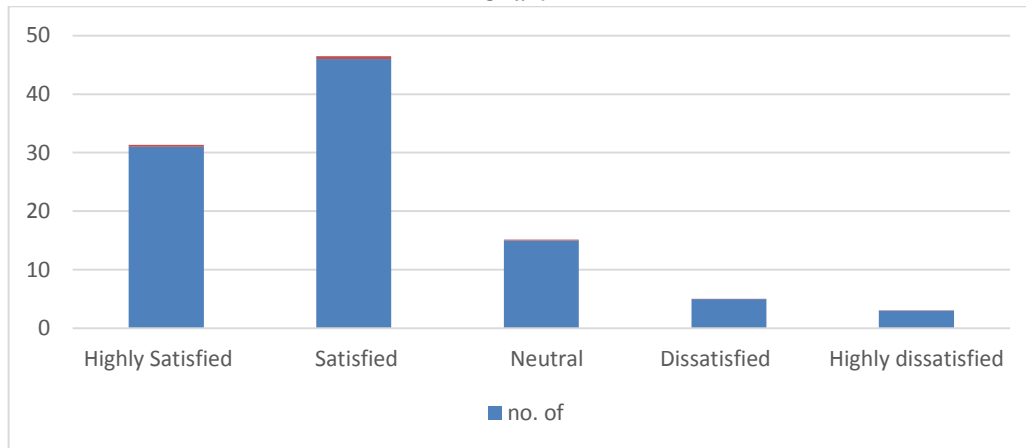
**Interpretation:** - From the above table, 28% of the respondents said that they are Highly satisfied, with the decision of Royal Enfield. 49% are satisfied, 15% are Neutral, 5% are Dissatisfied, 3% are Highly dissatisfied with the above.



**Table 2:** Rate the quality of the Enfield Bikes.

Options	no. of respondents	% of respondents
Highly Satisfied	31	31
Satisfied	46	46
Neutral	15	15
Dissatisfied	5	5
Highly dissatisfied	3	3
Total	100	100

**Chart-2**

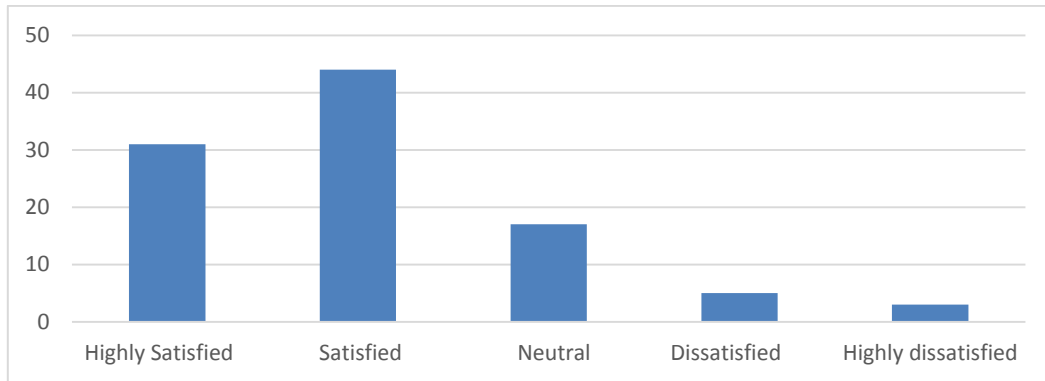


**Interpretation: -**

From the above table, 31% of the respondents said that they are Highly satisfied, with the quality of Royal Enfield, 46% are satisfied, 15% are Neutral, 5% are Dissatisfied, and 3% are Highly dissatisfied with the above.

**Table-3** How do you feel about the Braking system. Safety features of Royal Enfield bikes.

Options	no. of respondents	%of respondents
Highly Satisfied	31	31
Satisfied	44	44
Neutral	17	17
Dissatisfied	5	5
Highly dissatisfied	3	3
Total	100	100



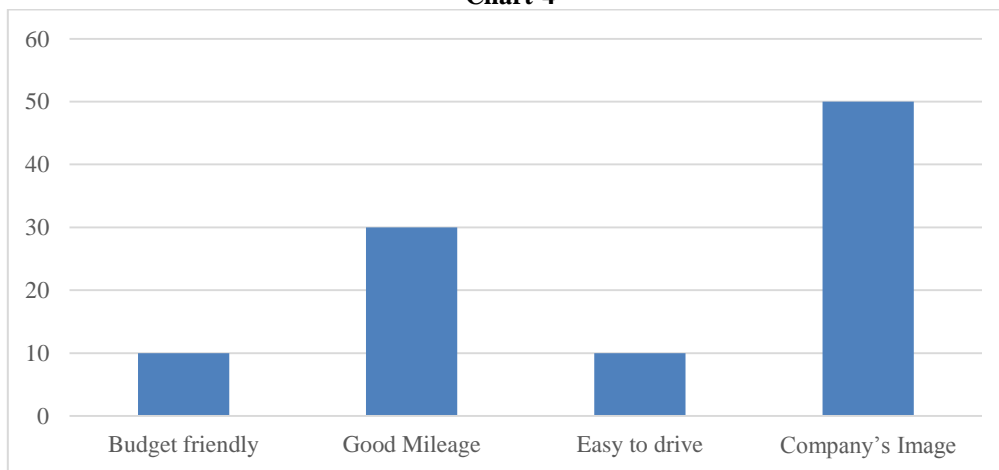
**Interpretation: -**

From the above table, 31% of the respondents said that they are Highly satisfied, with the quality of Royal Enfield, 44% are satisfied, 17% are Neutral, 5% are Dissatisfied, and 3% are Highly dissatisfied with the above.

**Table-4: -Why did you prefer royal Enfield.**

Preferences	No. of respondents	% of respondents
Budget friendly	10	10
Good Mileage	30	30
Easy to drive	10	10
Company's Image	50	50
Total	100	100

**Chart-4**



**Interpretation: -**

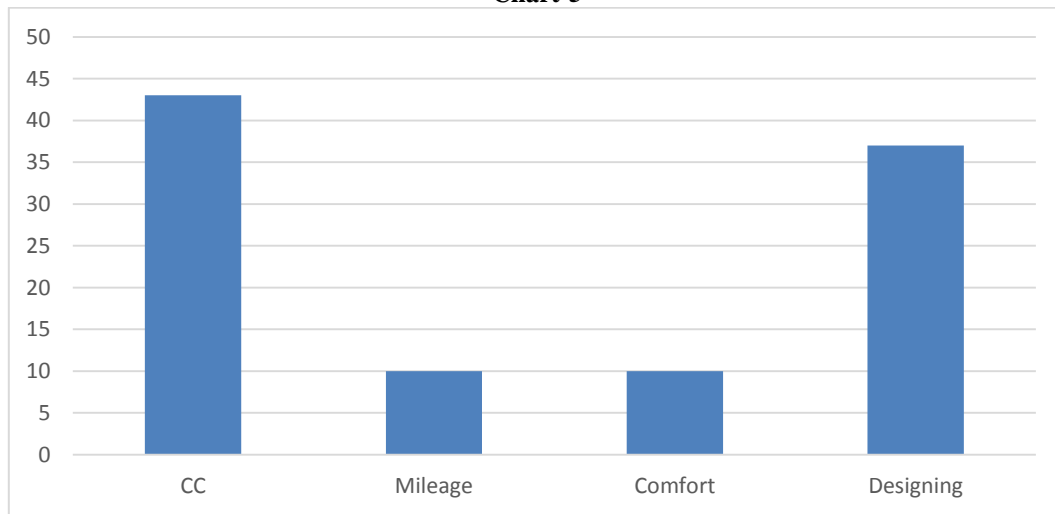
From the table, 10% of the respondents prefer Royal Enfield due to budget friendly, 30% prefer for the good mileage, 10% are prefer easy to drive, and 50% are for company's image.



**Table-5: - Which features do you consider while purchasing a bike.**

Features	No. of respondents	% of respondents
CC	43	43
Mileage	10	10
Comfort	10	10
Designing	37	37
Total	100	100

**Chart-5**



**Interpretation: -**

From the above table, 43% of the respondents said that they are purchasing a bike by considering CC, 10% for mileage, 10% for comfort, and remaining 37% are considering designing of the bikes.

**V. FINDINGS**

- 49% of respondents are satisfied with the design of Royal Enfield.
- 46% of respondents are Satisfied with the quality of the Royal Enfield Bikes.
- 44% of respondents are Satisfied with the braking system and safety measures of Royal Enfield bikes.
- 50% of respondents said that they prefer Royal Enfield based on company's image.
- 43% of respondents said that they consider the factor CC while purchasing a bike.

**VI. SUGGESTIONS**

- Mileage is very important for the satisfaction of customer to prefer Bikes. so, the company needs to improve the mileage of Royal Enfield.
- Being price of Royal Enfield bikes is high they

should try to reduce prices because there are many other competitors which can be selling in low price.

- Design of Royal Enfield Bike are old design, so that company should improve their design.
- The company needs to improve the quality of Royal Enfield bikes.
- The company needs to improve Breaking system and safety features of Royal Enfield bikes.

**CONCLUSION**

From the study it has been concluded that, Royal Enfield Company has been in the world for many years and has developed a brand loyalty and image among the customers. In the present modern world competition is at the top, it faces a major competition from Hero Motors and Bajaj Motors, still Royal Enfield has laid down a strong base in the world market and competing with other competitors of Bikes in India.

The customers are satisfied with the mileage and performance of the Royal Enfield Bikes, but some of the customers are facing some problems with the service personnel but still they need to be rectified there by including training programmed for the



service personnel.

#### LIMITATIONS OF THE STUDY

- Opinion of customers may be affected by personal bias.
- The survey is made on the sample size of 100 customers only.
- The respondent is very busy, I collected as per the convenience.
- One of the biggest limitations with the project work is the time factor.
- The seriousness of the respondent and the ability to justify the answers were also one among the limitations.
- Present research is geographically restricted to Tirupati town only. Hence the result cannot be exploited to other places.

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