

# A Study on Consumer Perception and Satisfaction towards Royal Enfield

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**Abstract:** It is essential for the royal Enfield to grasp the client preference, to grasp needs the wants the necessities of the clients the purchasers the shoppers and create several modifications in step with the client requirements and convey satisfaction to the customer. This study helps Royal Enfield to grasp the client preference and satisfaction towards the bike.

**Keywords:** Perception, Satisfaction.

## 1. Research Problem Identification

This study can facilitate to gauge this position of Royal Enfield among the present customers. The study helps to spot the vital reason why kids do like Royal Enfield, which is that the most vital advantage for Royal Enfield, what modification customers want on existing models, what's the amount of client acceptance of product and services and conjointly to grasp the strength, weakness, chance and threat of the merchandise or the firm. Customers are important for the survival of the car producing trade. Thus it's necessary to grasp the client preference and satisfaction towards Royal Enfield.

## 2. Literature Review

1. The paper written by mister. Male monarch –client perception generally stricken by advertising, reviews, public relation, social media, personal expertise and different channels. By method of analyzing client perception we are able to clearly perceive what proportion a firm treats its customers, what's the standard of their product, is it capable to serve the dynamic desires of shoppers, what's going to be their future in what method they have to form changes etc. The Study report deals with the analysis of client perception conducted among customers of Royal Enfield WHO purchased completely different brands Royal Enfield. To judge the angle of young generation towards Royal Enfield. To spot the factors influencing in choice of Royal Enfield.
2. The study done by Shivamba M - in line with the higher than study India is that the second largest manufacturer and producer of two-wheelers within the world. It stands next solely to Japan and China in terms of the quantity of two-wheelers created and domestic sales severally. This distinction was achieved because of type of reasons like restrictive policy followed by the government of Asian nation towards the carriage trade, rising demand for private

transport, use skillfulness within the public transit etc. The bike phase was at first dominated by Enfield 350cc bikes and Escorts 175cc bike. The two-wheeler market was opened to foreign competition within the mid-80s and so market leaders – Escorts and Enfield - were caught unaware by the onslaught of the 100cc bikes of the four Indo-Japanese joint ventures. With the provision of fuel economical low power bikes, demand vainglorious, leading to Hero Honda.

3. According to Dr. Govind P. Shinde and Dr. Manisha Dubey- industry in Asian nation is a rising sector and features a potential to enhance it. The key players have framed the methods to faucet the world as per their options of the automotive. The increasing GDP and economical resources have maximized throughout the last decade that has enlarged getting power of the Indian peoples. Consistent with author Indian industry on a brand new growth track, attracting foreign automobile giants to line up their production facilities within the country to require advantage of assorted edges it offers. The analysis covers numerous aspects of the Indian automobile market and provides a close analysis of its numerous segments like traveller vehicle, industrial vehicle, utility vehicles, multi-purpose, 2 wheelers and 3 wheelers. Author has terminated that the opportunities is grabbed through the diversification of export basket in untouched foreign competitors across the world.

## 3. Data Methodology

Data was collected from primary and secondary sources for the purpose of the study. The information's are collected through structured questionnaire.

### A. Data sources

#### 1) Primary data

Primary data is that data which is collected for the first time. These data are basically observed and collected by the researcher for the first time. I have used primary data for my project work.

#### 2) Secondary data

Secondary data are those data which are primarily collected by the other person for his own purpose and now we use these for our purpose secondly.

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**B. Methodology adopted**

A research design is simply a plan for study in collecting and analyzing the data. It helps the researcher to conduct the study in an economical method and relevant to the problem.

Research methodology is a systematic way to solve a research problem. The methodology should combine economy with efficiency.

**C. Sampling design**

The project work is a case of the Automobile industries representing the great percent of the market share of the Royal Enfield. The survey was conducted with 100 customers who had using it from the past as respondents.

- Sampling Units: Customers
- Sample Technique: Random Sampling
- Research Instrument: Standard Structured questionnaire
- Contact Method: Personal Interview, online surveys.

**D. Data analysis**

**1) Need and Satisfaction**

Count	Need					Total
	1.00	2.00	3.00	4.00	5.00	
1.00	6	1	2	1	0	10
2.00	40	13	6	8	3	70
3.00	0	2	0	0	3	5
Total	46	16	8	9	6	85

Fig. 1. Crosstab

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	28.110 <sup>a</sup>	8	.000
Likelihood Ratio	19.836	8	.011
Linear-by-Linear Association	4.699	1	.030
N of Valid Cases	85		

a. 10 cells (66.7%) have expected count less than 5. The minimum expected count is .35.

Fig. 2. Chi-square tests

**2) Interpretation**

We can infer that the Significance Value is 0.000 which is less than 0.05 at 95% level of confidence. Hence, we reject the Null Hypothesis, which means there is significant impact between the Need and Influence.

**4. Results or Findings of the Study**

- From the study it is found that more percentage of respondents belongs to the age group of 18-25.
- It is found that majority of the respondents are Post Graduates.

- The majority of the respondents are Private sector employees.
- More number of customers is using Royal Enfield for Necessity.
- Income level of majority of respondents is above 3, 00,000 per annual.
- Royal Enfield is used mainly for its Power and Pickup.
- Most preferred model of Royal Enfield is Classic 350/500.
- The most preferred color of Royal Enfield is Black.
- It is found that majority of respondents agreed that they get Resale value for Royal Enfield.
- It is found that majority of the respondents ride bike regularly.
- Majority of the respondents purchases Royal Enfield because of the style it has to offer.
- It is found that majority of respondents got to know about Royal Enfield through the word of mouth by family and friends.
- It is found that the majority have rated RE for after sales service as the best the RE has to offer.
- It is found that majority have rated Royal Enfield as satisfied with the advertisement.
- It is found those majority of the respondents are satisfied with the mileage that bike has to offer.
- It is found that the majority are influenced by appearance in Television.
- It is found that majority of respondents are satisfied by dealer service.

**5. Conclusion**

It can be concluded that younger generation and middle age people 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, 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. Royal Enfield Bullet has an excellent satisfaction in terms of comfort, and safety.

**References**

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