

**“A Study of Customer Satisfaction  
towards Royal Enfield Bikes with  
Special Reference to Apollo  
Enterprises, Ahmednagar”**

**PROJECT REPORT**



**Prepared By:**

**Rajdeo Aditya Machhindra**

**Guided By:**

**Proff.Mr.Sayyad.L.R**

**In Partial Fulfillment For Third Year In Bachelor Of Bussiness Administration**

**Savitribai Phule Pune University.**

**AT**

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Mula Education Society's  
**ARTS, COMMERCE & SCIENCE COLLEGE SONAI**

Tal. Newasa, Dist. Ahmednagar - 414105. Ph./Fax : (02427) 231384  
E-mail : sonaicollege@yahoo.co.in Website - www.acssonaicollege.com

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## CERTIFICATE

This is to certify that  
Rajdeo Aditya Machhindra

bearing the **Register No. BB178921** of VI  
Semester BBA has carried out the Project Work  
entitled **“A Study of Customer Satisfaction towards  
Royal Enfield Bikes with Special Reference to Apollo  
Enterprises, Ahmednagar”**

under guidance of **Proff.Mr.Sayyad.L.R**

as part of **her** curriculum activity as per the norms for obtaining Degree in  
Bachelor of Business Administration from Arts Commerce and Science college  
sonai, Ahmednagar during the Academic year 2019-2020.

**Project Guide**

Prof. Mr.Sayyad.L.R

**External Examiner**

**Internal Examiner**

Place: Sonai

Date: 28/05/2021

## **DECLARATION**

I hereby declare that the project work entitled “**A Study of Consumer Satisfaction towards Royal Enfield Bikes with Special Reference to Apollo Enterprises, Ahmednagar**” is the result of my own study done under the supervision and guidance of **Proff.Mr.Sayyad.L.R**

Assistant Professor, Department of Commerce, Arts Commerce and Science college sonai, Ahmednagar Sonai – 414105 and I further declare that the findings in this project report are independent study done by me and it has not been submitted earlier to any University/Institution for the award of any other course.

Place: Sonai

Date: 28/05/2021

Rajdeo A.M  
**Rajdeo Aditya**  
**Machhindra**  
VI Semester BBA

# CONTENTS

<b>Chapter</b>	<b>Chapter name</b>	<b>Page no</b>
<b>1</b>	<b>Introduction</b>	<b>01 - 08</b>
<b>2</b>	<b>Industry &amp; Company Profile</b>	<b>09 – 25</b>
<b>3</b>	<b>Conceptual Frame Work– Customer Satisfaction</b>	<b>26 – 39</b>
<b>4</b>	<b>Analysis of data and Interpretation</b>	<b>40 – 60</b>
<b>5</b>	<b>Findings, Suggestions And Conclusions</b>	<b>61 – 65</b>
	<b>Bibliography</b>	<b>66</b>

## **LIST OF TABLES**

SL No	Title	Page No
4.1	<b>Table showing on the basis of Gender factor</b>	41
4.2	<b>Table shows on the basis of Respondent's Marital Status</b>	42
4.3	<b>Table shows on the basis of Respondent's Age Group</b>	43
4.4	<b>Table shows on the basis of Respondent's Educational Qualification</b>	44
4.5	<b>Occupation of respondents is presented</b>	45
4.6	<b>Table shows on the basis of Respondent's Monthly Income</b>	46
4.7	<b>The table shows on the basis of respondents have own two wheeler bike</b>	47
4.8	<b>The table shows on the basis of respondents which company two wheeler have</b>	48
4.9	<b>Table shows on the basis of Respondent's aware of Royal Enfield bike</b>	49
4.10	<b>Respondents having Royal Enfield Bike Model</b>	50
4.11	<b>Table shows How did respondents come to know about Royal Enfield</b>	51
4.12	<b>Table shows media of advertisement that have you been introduced Respondents to Royal Enfield</b>	52
4.13	<b>Table shows from past how many years did respondents know about Royal Enfield Company</b>	53
4.14	<b>Table shows plan to buy Royal Enfield Bike in future</b>	54
4.15	<b>Table shows Respondent's preferred Model</b>	55
4.16	<b>Respondent' think about Royal Enfield bike Technology</b>	56
4.17	<b>Respondent's opinions about the price of Royal Enfield Bike</b>	57
4.18	<b>Respondent's think about Royal Enfield pickup</b>	58
4.19	<b>Respondent's think about Royal Enfield Bikes Road grip</b>	59
4.20	<b>recommend buying Royal Enfield Bike to others</b>	60

## **LIST OF CHARTS**

SL No	Title	Page No
4.1	<b>Chart showing on the basis of Gender factor</b>	41
4.2	<b>Chart shows on the basis of Respondent's Marital Status</b>	42
4.3	<b>Chart shows on the basis of Respondent's Age Group</b>	43
4.4	<b>Chart shows on the basis of Respondent's Educational Qualification</b>	44
4.5	<b>Occupation of respondents is presented</b>	45
4.6	<b>Chart shows on the basis of Respondent's Monthly Income</b>	46
4.7	<b>The chart shows on the basis of respondents have own two wheeler bike</b>	47
4.8	<b>The chart shows on the basis of respondents which company two wheeler have</b>	48
4.9	<b>Chart shows on the basis of Respondent's aware of Royal Enfield bike</b>	49
4.10	<b>Respondents having Royal Enfield Bike Model</b>	50
4.11	<b>Chart shows How did respondents come to know about Royal Enfield</b>	51
4.12	<b>Chart shows media of advertisement that have you been introduced Respondents to Royal Enfield</b>	52
4.13	<b>Chart shows from past how many years did respondents know about Royal Enfield Company</b>	53
4.14	<b>Chart shows plan to buy Royal Enfield Bike in future</b>	54
4.15	<b>Chart shows Respondent's preferred Model</b>	55
4.16	<b>Respondent' think about Royal Enfield bike Technology</b>	56
4.17	<b>Respondent's opinions about the price of Royal Enfield Bike</b>	57
4.18	<b>Respondent's think about Royal Enfield pickup</b>	58
4.19	<b>Respondent's think about Royal Enfield Bikes Road grip</b>	59
4.20	<b>recommend buying Royal Enfield Bike to others</b>	60

## **Chapter – 1**

### **Introduction**

#### **Introduction**

##### **Review of Literature**

##### **Statement of the problem**

##### **Objectives of the study**

##### **Scope of the study**

##### **Need for the study**

##### **Research Methodology**

##### **Sampling Design**

##### **Limitations of the study**



## **Introduction**

### **Introduction**

A motorcycle may be defined as a self-propelled, engine-powered, two-wheeled vehicle. A steam velocipede built by inventor Sylvester H. Roper may be the earliest known motorcycle

In the present era, customer is the centre point of all the marketing activities. The objectives of the marketers have shifted from “maximization of profits” to “maximization of customer satisfaction”. Business firms not only retain their current customers, but also increased their market share by satisfying customers through high quality after sales service. After –sales service availability is a critical deciding factor while choosing an automobile.

The Two wheeler industry is facing new challenges. Globalization, individualizations, digitalization and increasing competition are pressing the face of the industry. In addition, increasing safety requirements and voluntary environmental commitments by the Two wheeler industry have also contributed to the changes ahead. Size is no longer a guarantee of success. Only those companies that find new ways to create value will prosper in the future.

Driving the most luxurious Bike has been made possible by the stiff competition in the Automobile industry in India, with overseas players gathering the same momentum as the domestic participants.

Every other day, we have been hearing about some new launches, some low cost Bikes - all customized in a manner such that the common man is not left behind. In 2015, the Automobile industry is expected to see a growth rate of around 9%, with the disclaimer that the auto industry in India has been hit badly by the ongoing global financial crisis.

The Automobile industry in India happens to be the ninth largest in the world. Following Japan, South Korea and Thailand, in 2013, India emerged as the fourth largest exporter of Automobiles. Several Indian Automobile manufacturers have



## **A Study Consumer Satisfaction towards Royal Enfield Bikes with Special Reference to Apollo Enterprises, Shivamogga**

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spread their operations globally MNC's are making more investments in the Indian Automobile sector.

### **Review of Literature**

**K. Reenareicha etc at all(2019)**, in their article about “*A Study On Customer Satisfaction Towards Royal Enfield Bike In Tiruppur City*” stated that The purpose of this study on customer satisfaction will help us to understand the needs & Wants of the customers towards Royal Enfield. The study could provide appropriate and timely information about the position of preference level of customer towards Royal Enfield. As the objectives of this study is to analyze the customer satisfaction and to find out the consumer preference towards the iconic brand Royal Enfield. This study also investigate the services and factors which influence the customers to purchase the Royal Enfield bikes and also identify what customers are expecting from the Royal Enfield. To know about the customer satisfaction and factor which influence the customer's preference in buying decision process. Customer satisfaction is influenced strongly by culture, social, personal and psychological factors. For this purpose, 75 customers were selected and obtained the various responses based on the questionnaire method. By and large it was found that most of the customers are choosing Royal Enfield vehicles because of its Vehicle Appearance, pickup, good models and engine appearance etc.

**SR Sony Mariya & Dr. K Amutha (2018)**, in their study about “*Customer satisfaction level towards royal Enfield bikes (with special reference to Coimbatore city)*”, stated that This study is to analyze the customer satisfaction, towards Royal Enfield bikes in Coimbatore city. The objective of the study helps to know demographic factors, buying behavior, of the customers. This study is about the preference for the Royal Enfield and it is done through questionnaires from the customers. The tools and techniques used were simple percentage, chi-square. The achieved result of the study reveals that ultimate users are the students who uses Royal Enfield Bike and most of the respondents prefer Royal Enfield due to company

## **A Study Consumer Satisfaction towards Royal Enfield Bikes with Special Reference to Apollo Enterprises, Shivamogga**

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image and comfortable. The company must improve their mileage, model and colour in their Royal Enfield Bike

**Ms. Ameer Asra Ahmed etc at all (2014)** in their article about “*A Study On Customer Satisfaction Level Of Royal Enfield Bullet*” stated that This study on customer satisfaction is being associated with one of the leading two wheeler company the Royal Enfield in the following paragraph a brief note on the problem that has been undertaken as the subject matter is explained. In this project report, we will find out the satisfaction level of the Royal Enfield Bullet owner in Bangalore city. The problem it is facing in the present market scenario. This project evaluates the various factors that keep the customer satisfied. It also evaluates the various factors that influence a customer to buy the bullet. While selecting a bullet various aspects that have to be given a thought with respect to Brand image, Colour, Fuel-efficiency, Technology used, etc. A questionnaire was designed to conduct a survey and the data so collected from appropriate respondents was analysed using a statistical package called SPSS and a One-way Anova test was done to test the hypothesis.

**G. Gopalakrishnan & R. Rengarajan(2017)**, in their article about “*A Study On Service Quality In Royal Enfield Showroom, Chennai*” stated that This research examines service quality perceptions in the showroom. First, it analyses the theory about service quality conceptualization. Then a modified SERVQUAL instrument is developed, and applied to the showroom using as subject one of the companies. Five service dimensions are identified: READINESS RELIABILITY, TRUST, COMFORT, SECURITY, and ACCESS. They are examined in terms of their impact of customers' overall quality perception and their willingness to recommend the firm to a friend. These variables are found to be affected heavily by two dimensions: trust and comfort. The present investigation's main conclusion is that SERVQUAL is a good starting base to quantify service quality, but it is neither of general nor of direct application. The SERVQUAL instrument would need some adjustments to fit each particular situation. No marketing is needed if it simply means discounting. Sell services through quality

## **A Study Consumer Satisfaction towards Royal Enfield Bikes with Special Reference to Apollo Enterprises, Shivamogga**

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**Ashokkumar M & Dr. R. Venkatesh (2017)**, in their article about “A Study on Customer Satisfaction towards Royal Enfield in Dharmapuri” stated that The world was very different in those days and there must have been a feeling of great excitement. Marketing research is the systematic collection of information from sources outside the business (or) research organization. Royal Enfield was doing quite well in south India, especially in the city of Bangalore:

### **Statement of the problem**

Royal Enfield is called as king of two wheeler bikes. These are the bikes which are well defined for off road rides. The royal Enfield craze is among almost all aged group of customer. There are many bullet clubs present all over the world which goes for off road ride and explore the new adventures places. In this study it throws a light on the customer attitude and satisfaction level towards Royal Enfield bikes in Shivamogga city.

### **Objectives of the study**

- ⊙ To gather information about Consumer satisfaction toward Royal Enfield Bikes in the geographic region of Shivamogga (KAR).
- ⊙ To know the customer satisfaction towards the after sales service offers by Royal Enfield Company.
- ⊙ To assess the needs, requirements and expectations of the customer in order to assess their current satisfaction levels.
- ⊙ To study perception and buying behavior of customers towards Royal Enfield in India
- ⊙ To provide suggestions, in improving the customer satisfaction and the company sales and profitability

### **Scope of the study**

The scope of the study is to find out the customer satisfaction with reference to Royal Bikes. The study covers the different aspects of customer satisfaction. This has been conducted in Shivamogga. The scope of study is to judge the level of satisfaction of

## **A Study Consumer Satisfaction towards Royal Enfield Bikes with Special Reference to Apollo Enterprises, Shivamogga**

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consumer with respect to awareness and perception of Royal Enfield Bikes. This study is aiming for converting unsatisfied customers into satisfied customers into delightful customers.

### **Need for the study**

Increase market share requires an understanding of customer and their satisfaction towards the product. Customer satisfaction survey of Royal Enfield leads to examine the efficient factor to excel in the market.

The best way to establish revenue goals and sales quotas for products, territories or stores/branches is to base them on the true customer satisfaction within the area

With a realistic picture of customer satisfaction you can focus resources intelligently, maintaining a presence where you're strong and investing heavily where opportunity is greatest.

These days it is very clear that market is having drastic changes and all the companies are acting according to it because to survive in the market and this should be achieved by studying about the customer options and analyzing their future requirements.

This study is definitely going to help to analyze the customer and can take necessary steps for the improvement of the services by the company.

Because customers are the real advertisement for any product so the company should be in position to meet the customer requirements and also should maintain the Customer Relationship.

### **Research Methodology**

The research design is probability research design and is descriptive research.

The important point for the validation of any research study is based on what type of methodology is adopted.

Project report is based on following data.

#### **Sources Of Data**

Data are facts, figures and other relevant materials, past and present, serving as basic study and analysis.

## **A Study Consumer Satisfaction towards Royal Enfield Bikes with Special Reference to Apollo Enterprises, Shivamogga**

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The data serves as the bases for analysis. Without an analysis of actual data on specific inferences can be drawn on the question under study. Inferences based on imagination or guess work cannot provide correct answers to research questions. The relevance, adequacy and reliability of data determine of quality of findings of a study. For the purpose of present study data from two sources have been gathered namely primary and secondary data.

### **Primary data**

Primary data are original data collected for the purpose of a particular study. In the present study primary data have been collected by personal interview method with the help of questionnaire.

### **Secondary data**

These are the sources containing data, which have already been collected and compiled for other purpose by other researchers. The secondary sources consist of readily available materials and already compiled statistical statements and reports whose data may be used by researcher for his / her studies.

Secondary data for the present research collected the major sources of secondary data are given below.

- Newspaper & Articles
- Business line
- Various websites
- Different marketing journals

## **Sampling Design**

The research was designed to achieve the above mentioned objectives and the following tools were used to collect the required data.

### **Sampling Method**

A sample is considered during a research when the size of the population is very large and a set is chosen to represent the whole population, this set is called a sample is a representative of the population under study.

## **A Study Consumer Satisfaction towards Royal Enfield Bikes with Special Reference to Apollo Enterprises, Shivamogga**

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There are two methods of sampling i.e., probability and non probability sampling. To carry out this project I have used non probability sampling method.

### **Sampling Frame**

The sample frame represents the groups of respondents that were contacted during the survey it also represents the profession of the respondents that were connected for data.

### **Sampling Technique**

To carry out this project Convenience technique has been used

### **Sample Size**

The total sample size for the data collection for the research was 100 respondents.

### **Tools for data collection:**

Structured Questionnaires were the tools for data collection. The Questionnaire was neatly designed and constructed for the purpose in line with the objective of the study.

### **Limitations of the study**

However we tried our best in collecting the relevant information for our research report, yet there are always some problems faced by the researcher. The prime difficulties which we faced in collection of information are discussed below:

1. The time period for carrying out the research was short as a result of which many facts have been left unexplored.
2. Lack of time and other resources as it was not possible to conduct survey at large level.
3. Only 100 respondents have been chosen which is a small number, to represent whole of the population
4. The study was constrained only to Shivamogga city. A more intensive study would be necessary to arrive at exact conclusion.

**Chapter - 2**

**Industry & Company Profile**

**Introduction**

**Market Size**

**Investments**

**Government Initiatives**

**Achievements**

**Road Ahead**

**About Royal Enfield:**

**Introduction (Global)**

**Introduction (India)**

**History (India)**

**Global history**

**Snap Shots**

**Marketing Mix Of Royal Enfield**

**Swot Analysis**

## **Industry Profile**

### **Introduction**

India became the fourth largest auto market in 2018 with sales increasing 8.3 per cent year-on-year to 3.99 million units. It was the seventh largest manufacturer of commercial vehicles in 2018.

The Two Wheelers segment dominates the market in terms of volume owing to a growing middle class and a young population. Moreover, the growing interest of the companies in exploring the rural markets further aided the growth of the sector.

India is also a prominent auto exporter and has strong export growth expectations for the near future. Automobile exports grew 14.50 per cent during FY19. It is expected to grow at a CAGR of 3.05 per cent during 2016-2026. In addition, several initiatives by the Government of India and the major automobile players in the Indian market are expected to make India a leader in the two-wheeler and four-wheeler market in the world by 2020.

### **Market Size**

Overall domestic automobiles sales increased at 6.71 per cent CAGR between FY13-19 with 26.27 million vehicles getting sold in FY19. Domestic automobile production increased at 6.96 per cent CAGR between FY13-19 with 30.92 million vehicles manufactured in the country in FY19.

In FY19, year-on-year growth in domestic sales among all the categories was recorded in commercial vehicles at 17.55 per cent followed by 10.27 per cent year-on-year growth in the sales of three-wheelers.

Premium motorbike sales in India crossed one million units in FY18. During January-September 2018, BMW registered a growth of 11 per cent year-on-year in its sales in India at 7,915 units. Mercedes Benz ranked first in sales satisfaction in the luxury vehicles segment according to J D Power 2018 India sales satisfaction index (luxury). Sales of electric two-wheelers are estimated to have crossed 55,000 vehicles in 2017-18.



### **Investments**

In order to keep up with the growing demand, several auto makers have started investing heavily in various segments of the industry during the last few months. The industry has attracted Foreign Direct Investment (FDI) worth US\$ 22.35 billion during the period April 2000 to June 2019, according to data released by Department for Promotion of Industry and Internal Trade (DPIIT).

Some of the recent/planned investments and developments in the automobile sector in India are as follows:

- Audi India plans to launch nine all-new models including Sedans and SUVs along with futuristic e-tron electric vehicle (EV) by the end to 2019.
- MG Motor India to launch MG ZS EV electric SUV in early 2020 and plans to launch affordable EV in next 3-4 years.
- BYD-Olectra, Tata Motors, Ashok Leyland to supply 5,500 electric buses for different state departments.
- Premium motorbike sales in India recorded seven-fold jump in domestic sales reaching 13,982 units during April-September 2019. The sale of luxury cars stood between 15,000 to 17,000 in first six months of 2019.
- In H1 2019, automobile manufacturers invested US\$ 501 million in India's auto-tech companies start-ups, according to Venture intelligence.
- For self-driving and robotic technology start-ups, Toyota plans to invest US\$100 million.
- In India, 7 Series face lift launched by BMW and the new X7 SUV has been introduced at Rs 98.90 lakh (US\$ 0.14 million).
- Ashok Leyland has planned a capital expenditure of Rs 1,000 crore (US\$ 155.20 million) to launch 20-25 new models across various commercial vehicle categories in 2018-19.
- Hyundai is planning to invest US\$ 1 billion in India by 2020. SAIC Motor has also announced to invest US\$ 310 million in India.
- Mercedes Benz has increased the manufacturing capacity of its Chakan Plant to 20,000 units per year, highest for any luxury car manufacturing in India.

## **A Study Consumer Satisfaction towards Royal Enfield Bikes with Special Reference to Apollo Enterprises, Shivamogga**

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- As of October 2018, Honda Motors Company is planning to set up its third factory in India for launching hybrid and electric vehicles with the cost of Rs 9,200 crore (US\$ 1.31 billion), its largest investment in India so far.
- In November 2018, Mahindra Electric Mobility opened its electric technology manufacturing hub in Bangalore with an investment of Rs 100 crore (US\$ 14.25 million) which will increase its annual manufacturing capacity to 25,000 units.

### **Government Initiatives**

The Government of India encourages foreign investment in the automobile sector and allows 100 per cent FDI under the automatic route.

Some of the recent initiatives taken by the Government of India are -

- Under Union Budget 2019-20, government announced to provide additional income tax deduction of Rs 1.5 lakh (US\$ 2,146) on the interest paid on the loans taken to purchase EVs.
- The government aims to develop India as a global manufacturing centre and an R&D hub.
- Under NATRiP, the Government of India is planning to set up R&D centres at a total cost of US\$ 388.5 million to enable the industry to be on par with global standards.
- The Ministry of Heavy Industries, Government of India has shortlisted 11 cities in the country for introduction of electric vehicles (EVs) in their public transport systems under the FAME (Faster Adoption and Manufacturing of (Hybrid) and Electric Vehicles in India) scheme. The government will also set up incubation centre for start-ups working in electric vehicles space.
- In February 2019, the Government of India approved the FAME-II scheme with a fund requirement of Rs 10,000 crore (US\$ 1.39 billion) for FY20-22.

### **Achievements**

Following are the achievements of the government in the past four years:

- On 29th July 2019, Inter-ministerial has sanctioned 5,645 electric buses for 65 cities.
- NATRIP's proposal for "Grant-In-Aid for test facility infrastructure for Electric Vehicle (EV) performance Certification from NATRIP Implementation Society" under FAME Scheme which had been approved by Project Implementation and Sanctioning Committee (PISC) on 3rd January 2019.
- Number of vehicles supported under FAME scheme increased from 5,197 in June 2015 to 192,451 in March 2018. During 2017-18, 47,912 two-wheelers, 2,202 three-wheelers, 185 four-wheelers and 10 light commercial vehicles were supported under FAME scheme.
- Under National Automotive Testing And R&D Infrastructure Project (NATRIP), following testing and research centres have been established in the country since 2015
  - International Centre for Automotive Technology (ICAT), Manesar
  - National Institute for Automotive Inspection, Maintenance & Training (NIAIMT), Silchar
  - National Automotive Testing Tracks (NATRAX), Indore
  - Automotive Research Association of India (ARAI), Pune
  - Global Automotive Research Centre (GARC), Chennai
- SAMARTH Udyog – Industry 4.0 centres: 'Demo cum experience' centres are being set up in the country for promoting smart and advanced manufacturing helping SMEs to implement Industry 4.0 (automation and data exchange in manufacturing technology).

### **Road Ahead**

The automobile industry is supported by various factors such as availability of skilled labour at low cost, robust R&D centres and low cost steel production. The industry

## **A Study Consumer Satisfaction towards Royal Enfield Bikes with Special Reference to Apollo Enterprises, Shivamogga**

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also provides great opportunities for investment and direct and indirect employment to skilled and unskilled labour.

Indian automotive industry (including component manufacturing) is expected to reach Rs 16.16-18.18 trillion (US\$ 251.4-282.8 billion) by 2026. Two-wheelers are expected to grow 9 per cent in 2018.

*References: Media Reports, Press Releases, Department of Industrial Policy and Promotion (DIPP), Automotive Component Manufacturers Association of India (ACMA), Society of Indian Automobile Manufacturers (SIAM), Union Budget 2015-16, Union Budget 2017-18*

## **Company profile**

### **About Royal Enfield:**

Royal Enfield is an Indian motorcycle company which has created a huge impact in the automobile industry. Royal Enfield has been able to create an image in the market such that by its name only every consumer creates an image of a luxurious, strong motorcycle. Royal Enfield have been manufacturing the classic automobiles like Bullet, Electra, and Thunderbird series from 1909. Royal Enfield is also distinctive in its logo with a cannon and a tagline of “Made like a gun”. This logo shows the heritage of the Enfield Company. Vehicles manufactured under Royal Enfield are prevalent for tough looks, incomparable dependability and enormous power.

### **Introduction (Global)**

**Royal Enfield** was the name under which the Enfield Cycle Company made motorcycles, bicycles, lawnmowers and stationary engines. The legacy of weapons manufacture is reflected in the logo, a cannon, and their motto "Made like a gun, goes like a bullet". Use of the brand name Royal Enfield was licensed by The Crown in 1890. The original Redditch, Worcestershire based company was sold to Norton-Villiers-Triumph (NVT) in 1968.

Royal Enfield produced bicycles at its Redditch factory until it closed in early 1967. The company's last new bicycle was the 'Revelation' small wheeler, which was released in 1965. Production of motorcycles ceased in 1970 and the company was dissolved in 1971.

In 1956 Enfield of India started assembling Bullet motorcycles under licence from UK components, and by 1962 were manufacturing complete bikes. Enfield of India bought the rights to use the Royal Enfield name in 1995. Royal Enfield production, based in Tiruvottiyur, Chennai, continues and Royal Enfield is now the oldest motorcycle brand in the world still in production with the Bullet model enjoying the longest motorcycle production run of all time. In May 2013 a new assembly facility was started at Oragadam, Chennai.

### **Introduction (India)**

**Royal Enfield** is a motorcycle manufacturing company based in Chennai, India. Originally, a confluence of the British Motorcycle company, Royal Enfield and indigenous *Madras Motors*, it is now a subsidiary of Eicher Motors Limited, an Indian automaker. Along with its flagship motorcycle Royal Enfield Bullet, the enterprise is notable for its Mid-premium motorcycles with the characteristic thumping engine sounds and high capacity engines.

### **History (India)**

Royal Enfield motorcycles made in England were being sold in India from 1949. In 1955, the Indian government looked for a suitable motorcycle for its police and army, for patrolling the country's border. The Bullet was chosen as the most suitable bike for the job. The Indian government ordered 800 350 cc model Bullets. In 1955, the Redditch company partnered with *Madras Motors* in India to form 'Enfield India' to assemble, under licence, the 350 cc Royal Enfield *Bullet* motorcycle in Madras (now called Chennai). The first machines were assembled entirely from components shipped from England. In 1957, the tooling was sold to Enfield India so that they could manufacture components. By 1962, all components were made in India. The Indian Enfield uses the 1960 engine (with metric bearing sizes), in the pre-1956 design frame.

An independent manufacturer since the demise of Royal Enfield in England, Enfield India still makes an essentially similar bike in 350 cc and 500 cc forms today, along with several different models for different market segments.

In 1986, a British civil servant, Raja Narayan, returned to India and organised an export arm for the company to market the Bullet in England. Starting with a Bullet 350 in 1986, he was soon giving feedback that led to improvements. By 1989, the Enfield Bullet appeared in UK motorcycle shows.

In 1994, Eicher Group bought into Enfield India. In late 1995, the Enfield India firm acquired the rights to the name Royal Enfield. Royal Enfield of India now sells motorcycles in over twenty countries.

## **Global history**

### **The Beginning**

The Enfield Cycle Company made motorcycles, bicycles, lawnmowers and stationary engines under the name Royal Enfield out of its works based at Redditch, Worcestershire. The legacy of weapons manufacture is reflected in the logo comprising the cannon, and the motto "Made like a gun". Use of the brand name Royal Enfield was licensed by the Crown in 1890.

### **The Early Years**

In 1909 Royal Enfield surprised the motorcycling world by introducing a small Motorcycle with a 2 ¼ HP V twin Motosacoche engine of Swiss origin. In 1911 the next model was powered by a 2 ¾ HP engine and boasted of the well known Enfield 2-speed gear. In 1912 came the JAP 6 HP 770 CC V twin with a sidecar combination. It was this motorcycle which made Enfield a household name. 1914 saw the 3 HP motorcycles this time with Enfield's own engine which now had the standardised Enfield paint scheme of black enamelled parts and green tank with gold trim.

### **Between the Wars**

At the time of the outbreak of WW I Royal Enfield supplied consignments of their 6 HP sidecar Outfit motorcycles with Stretchers to the Crown. This same motorcycle also came with a Vickers machine Gun sidecar attachment which could also be turned skywards and used against low flying aircraft. Royal Enfield supplied large numbers of motorcycles to the British War Department and also won a motorcycle contract for the Imperial Russian Government.

As the factory developed in the 20's the range of models also increased and in 1924 Royal Enfield was offering four versions of the 2 ¼ HP two-stroke motorcycle, two new JAP engined 350 cc motorcycles and two versions of the 8 HP Vickers engine sidecar combinations. During the great depression of the 30's Royal Enfield was also affected and the demand for motorcycles waxed and waned but the bicycle manufacturing continued at the same pace and the company trudged on. The Cycar, a fully enclosed motorcycle model appeared in the early 30's.

## **A Study Consumer Satisfaction towards Royal Enfield Bikes with Special Reference to Apollo Enterprises, Shivamogga**

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During World War II, like other manufacturers of that time Royal Enfield was also called upon by the British authorities to develop and manufacture military motorcycles. The models produced for the military were the WD/C 350 cc SV, WD/CO 350 cc OHV, WD/D 250 cc SV, WD/G 350 cc OHV and WD/L 570 cc SV. One of the most well-known Enfields was the Royal Enfield WD/RE, known as the Flying Flea, a lightweight 125 cc motorcycle designed to be dropped by parachute with airborne troops.

After the war the factory continued manufacturing the models developed during the war and the legendary J 2 model appeared which went on to be the ancestor of the legendary Bullet. The same motorcycle which perhaps had the honour of being the one with the longest production run in the world.

### **The India Connection**

Royal Enfield motorcycles were being sold in India ever since 1949. In 1955, the Indian government started looking for a suitable motorcycle for its police forces and the army for patrolling duties on the country's border. The Bullet 350 was chosen as the most suitable bike for the job. The Indian government ordered 800 of these 350 cc motorcycles, an enormous order for that time. Thus In 1955, the Redditch Company partnered with Madras Motors in India to form what was called 'Enfield India' to assemble these 350 cc Bullet motorcycle under licence in erstwhile madras (Now called Chennai). As per their agreement Madras Motors owned the majority (over 50%) of shares in the company. In 1957 tooling equipment was also sold to Enfield India so that they could manufacture components and start full-fledged production. The Enfield Bullet dominated the Indian highways and with each passing year its popularity kept rising.

### **Closeout in the UK**

Royal Enfield UK continued manufacturing motorcycles and came out with some more innovative and powerful machines notably the Royal Enfield Meteor, Constellation and finally the Interceptor 700, before being sold to Norton-Triumph-Villiers (NVT) in 1968. Production ceased in 1970 and the company was dissolved in



## **A Study Consumer Satisfaction towards Royal Enfield Bikes with Special Reference to Apollo Enterprises, Shivamogga**

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1971. Remaining tooling and equipment of the Redditch works were auctioned off. Meanwhile the Bullet 350 continued to be manufactured in India and by the 1980's the motorcycles were even exported to Europe out of India. Even after the motorcycle manufacturing closed down the precision engineering division ran for some more time and even bicycles were produced until quite late.

### **The Eicher Chapter**



In 1990, Enfield India entered into a strategic alliance with the Eicher Group, and later merged with it in 1994. It was during this merger that the name Enfield India changed to Royal Enfield. The Eicher Group is one of India's leading automotive groups with diversified interests in the manufacture of Tractors, Commercial Vehicles, Automotive Gears, Exports, Garments, Management Consultancy and Motorcycles. Since then, the Company has made considerable investments in modernizing its manufacturing technology and systems. In 1996, when the Government decided to impose stringent norms for emission Royal Enfield was the first motorcycle manufacturer to comply, a tradition which has stuck on thus making emission norms being one of the most important factors the company focuses on

#### **OUR MISSION**

Our mission is to build and maintain a fleet of Royal Enfield's and its variants for our clients who are looking for hassle-free rentals for their road trips.

#### **OUR CORE VALUE**

We are a bunch of adventure travelers ourselves and we understand the joys of bike expeditions. We believe in providing the best-in-class services for our clients who are looking to explore destinations in India via Royal Enfields.

#### **OUR PRODUCTS AND SERVICES**

## **A Study Consumer Satisfaction towards Royal Enfield Bikes with Special Reference to Apollo Enterprises, Shivamogga**

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We render services that help motorcycle enthusiasts, adventure holiday travelers and destination explorers to travel and explore locations via the road medium. We offer different variants of Royal Enfield for rent, to accompany you on your journey.

### **OUR SPECIALISATION**

We provide showroom condition Royal Enfields which are available for customers to rent for short trips, weekend getaways or longer road expeditions. We also plan customized trips to meet your specific needs.

Our services are for those who want to discover and explore. Our customers are people who look to challenge themselves- doing things they might have not done in the past, who seek travel experiences that are out of the ordinary, who want to experience and explore places and not just visit it. The sporty, adventurous explorer who constantly seeks challenges is our kind of traveler- one who connects with us and our brand.

### **Snap Shots**

<b>Royal Enfield</b>	
<b>Parent Company</b>	<b>Madras Motors &amp; Royal Enfield</b>
<b>Category</b>	Motorcycles, Scooters
<b>Sector</b>	Two-wheeler
<b>Tagline/ Slogan</b>	Handcrafted in Chennai; Trip
<b>USP</b>	Make bike like their motto “Made like a gun, goes like a bullet”
<b>STP</b>	
<b>Segment</b>	Middle-class people who want a bike that is stylish and powerful
<b>Target Group</b>	Middle class youth from the age bracket of 25-35

## A Study Consumer Satisfaction towards Royal Enfield Bikes with Special Reference to Apollo Enterprises, Shivamogga

<b>Positioning</b>	A powerful motorcycle for bike adventurers
<b>Product Portfolio</b>	
<b>Brands</b>	<ol style="list-style-type: none"><li>1. Royal Enfield Bullet</li><li>2. Royal Enfield Classic</li><li>3. Royal Enfield Thunderbird</li></ol>

**The practice of Corporate Governance in Royal Enfield group takes place at three interlinked levels:**

- 1. Strategic supervision:** By the board of Directors
- 2. Strategic Management:** By the Corporate Management Committee
- 3. Executive Management:** By the Divisional / Strategic Business Unit (SBU) Chief Executives assisted by the respective Divisional / SBU management Committees.

The Corporate functions provide support and assistance to both the corporate and divisional Management committees.

**This three-tier governance structure ensures that:**

1. Strategic supervision (on behalf of the shareholders), being free from involvement in the task of strategic management of the Company, can be conducted by the Board with objectivity, thereby sharpening accountability of management.
2. Strategic management of the company, uncluttered by the day to day tasks of executive management, remains focused and energized;
3. Executive management of a Division or a Business free from collective strategic responsibilities for Royal Enfield as a whole focuses on enhancing the quality, efficiency and effectiveness of the business.

**Sales service for the benefit of customers:**

Royal Enfield country wide auto financial service Limited. It takes I order to supplement its after sales network and after new value for added services for it. Royal

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Enfield service master will provided world class quality service at its state of the art work shops, Delighted and developed on per Royal Enfield Guidelines friend professionals to take personalized care of all bikes maintenance need less than one roof. The workshop will also have all the latest tools and equipment for diagnosing and testing vehicle parameters. The company will also facilitate sales and purchase of used bikes.

### **Marketing Mix Of Royal Enfield**

Royal Enfield is an Indian company of British origins. It is a public company that deals in two-wheelers and is associated with the automotive industry. Vehicles related to this brand are popular for rugged looks, matchless stability and sheer power. The brand has been a favourite amongst Police and Army personnel. Royal Enfield was founded in the year 1909 and merged with Madras Motors in the year 1955. Currently, it is a subsidiary of its Indian parent company Eicher Motors Limited. Some of its competitors are as follows-

- Ducati Superbike
- Yamaha
- Harley Davidson
- Suzuki
- TVS
- Hero Motor Corp
- Bajaj Auto Limited

### **Product in the Marketing Mix Of Royal Enfield :**

Royal Enfield is associated with manufacturing and marketing of motorcycles as it deals in the automobile sector. It started its operations as a manufacturer of motorcycles for Indian Army. It is also involved in producing lawnmowers, stationary engines, bicycles and rifles. Some of its well-known models are as follows-

Standard Street

- Bullet Electra 5S
- Bullet 350

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- Bullet Machismo 500

### Retro Street

- Classic 500
- Classic Battle Green
- Classic Chrome
- Classic Squadron Blue
- Classic 350
- Classic Desert Storm

### Cruiser

- Thunderbird 500
- Thunderbird 300

### Café Racer

- Continental GT

### Royal Enfield Himalayan

## **Place in the Marketing Mix Of Royal Enfield :**

Royal Enfield is an Indian company with its headquarters base at Chennai in Tamil Nadu. It has spread its product presence to India as well as several international markets in more than fifty countries like Spain, Switzerland, Singapore, Netherlands, Russia, Malaysia, Korea, Canada, Brazil, France, Germany, Italy, United Kingdom, Japan, Argentina, Australia and the United States. At its onset company imported kits for 350cc bikes from the United Kingdom and assembled them in its plant at Chennai. A new manufacturing plant was opened at Oragadam in Chennai by the year 2013 and its factory located at Tiruvottiyur became a secondary production plant that continued with its manufacturing of several models and engines. In the year 2015 company established a dealership and its headquarters for the North American division at Milwaukee in Wisconsin. It started its retail operations in Indonesia in the year 2015, August. Royal Enfield has a strong distribution network that includes services of dealers and stockists so that it reaches consumer markets

## **A Study Consumer Satisfaction towards Royal Enfield Bikes with Special Reference to Apollo Enterprises, Shivamogga**

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easily. Its channel in India includes 394 dealership outlets spread over every Indian state and three Union territories.

Price in the Marketing Mix Of Royal Enfield :

Royal Enfield has the distinction of being an iconic company as it is one of the oldest in the field of two-wheelers. It belongs to the luxury segment and has become a status symbol to motorcycle lovers. Royal Enfield has targeted bike adventurers and youth's belonging to a middle-aged group as its target customers that believe in quality over pricing at any given time. It has adopted a premium pricing policy for its high-quality products. The company offers a powerful and stylish product with an established and high-profile brand name and hence its target customers do not hesitate in making a purchase irrespective of high prices.

### **Promotions in the Marketing Mix Of Royal Enfield :**

Royal Enfield has the distinction of being the first two-wheeler manufacturing company to obtain WVTA certificate for meeting norms and standards set up by European Community. It has adopted several promotional policies to market its products successfully in the consumer market. The company has launched innovative ad campaigns with help of electronic and print media. Its ads are viewed via television, magazines, newspapers and billboards. Royal Enfield has also launched brand awareness campaigns at social media portals like Facebook, Twitter and YouTube. It takes part in several shows to increase its brand visibility.

It revealed its custom bikes in Biarritz, France at Wheels and Waves custom bike show. Royal Enfield has been a recipient of several accolades and awards in recognition of its works. It won Business Standard Best Company of the Year 2015 and has even been hailed by previous President Barack Obama as one of the best bikes he had come across. One of its popular taglines is Made like a gun, goes like a bullet.

**A Study Consumer Satisfaction towards Royal Enfield Bikes with Special  
Reference to Apollo Enterprises, Shivamogga**

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**Swot Analysis**

SWOT Analysis	
Strengths	<ol style="list-style-type: none"> <li>1. Size and scale of parent company</li> <li>2. Effective Advertising Capability</li> <li>3. High emphasis on R and D</li> <li>4. Established brand name in the cruiser market</li> <li>5. Established market distribution channel</li> <li>6. Exports motorcycles to 31 countries like the USA, Japan, UAE, Korea, Bahrain, UK, France, Germany, Argentina and many other countries</li> </ol>
Weaknesses	<ol style="list-style-type: none"> <li>1. Weight of the motor cycle can be an issue for few customers.</li> <li>2. Mileage of high cc bikes is an issue</li> </ol>
Opportunities	<ol style="list-style-type: none"> <li>1. Two-wheeler segment is one of the most growing industries</li> <li>2. Export of bikes is limited i.e. untapped international markets</li> </ol>
Threats	<ol style="list-style-type: none"> <li>1. Strong competition from Indian as well as international brands</li> <li>2. Dependence on government policies and rising fuel prices</li> <li>3. Better public transport will affect two-wheeler sales</li> </ol>

## Chapter – 3

### Conceptual Frame Work – Customer Satisfaction

#### Introduction

#### Purpose

#### Meaning of Customer Satisfaction

#### Definition of customer satisfaction

#### Importance of Customer Satisfaction

#### Measuring customer satisfaction





## **Conceptual Frame Work – Customer Satisfaction**

### **Introduction**

Customer is the king; this is all the more apt for today's business environment where, all other factors remaining more or less constant, it is the value addition to the customer that is making all the difference.

Today's companies are facing their toughest competition ever. These companies can outdo their competition if they can move from product and sales philosophy to a marketing philosophy. We spell out in detail how companies can go about winning customers and outperforming competitors. The answer lies in doing a better job of meeting and satisfying customers' needs. Only customer-centered companies are adept at building customers, not just building product. They are skilled in market engineering, not just product engineering.

Too many companies think that it is the marketing/sales department's job to procure customers. If that department cannot, the company draws the conclusion that its marketing people aren't very good. But in fact, marketing is only one factor in attracting and keeping customers. The best marketing department in the world cannot sell products that are poorly made or fail to meet anyone's need. The marketing department can be effective only in companies whose various departments and employees have designed and implemented a competitively superior customer value-delivery system.

Although the customer oriented firms seek to create high customer satisfaction, its main goal is to maximize customer satisfaction, first the company can increase customer satisfaction by lowering its prices, but results may be lower profits second the company might be able to increase prices. Third the company has many stakeholders including employees, dealers, suppliers and stock holders spending more to increase customer satisfaction might divert funds from increasing the satisfaction of other partner. Estimate the company must operate on the philosophy that it is trying to deliver a high level of satisfaction to the other stakeholder within the constraints of its resources. From the past studies of last three decades we observed that the company's

## **A Study Consumer Satisfaction towards Royal Enfield Bikes with Special Reference to Apollo Enterprises, Shivamogga**

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first task is to create and satisfy customers. But today's customers face a vast array of product and brand choice prices and suppliers.

It is generally believed that customers estimate which offer will deliver the most value customers are like value maximizes, within the bounds of search costs and limited knowledge, mobility income, they form an expectation of value and act on it, whether or not the offer lives up to the value expectations affects customer's satisfaction and their repurchase probability.

Whether the buyer is satisfied after purchase depends on the offers performance in relation to the buyer expectation. In general satisfaction are a person's feelings of pleasure or disappointment resulting from comparing a products perceived performance relation to his/her expectations. If the performance falls short of expectation, the customer is dissatisfied. If the performance matches the expectation customer is satisfied. If the performance exceeds the expectation the customer is highly satisfied.

Customer satisfaction cannot be very difficult. After all you either satisfied with the services you receive or you are not. If you don't you are not. If it is that easy, then obtaining people's opinion about how satisfied they are with relatively straightforward matter- or is it? Customer satisfaction is a marketing tool and a definite value-added benefit. It is often perceived by customers as important as the primary product or service your organisation offers.

It looks at what is involved from 3 different angles, the first is from the view of an organisation wishing to understand, and measures, how satisfied its customer are with the products and services they receive from it. The second is from the perspective of a research agency that has been asked to obtain feedback from customers and about their experiences when dealing with companies. Finally it considers the issue from the perspective of consumers who participate in surveys, including both business customers and members of general public

Customer satisfaction, a term frequently used in marketing, is a measure of how products and services supplied by a company meet or surpass customer expectation. Customer satisfaction is defined as "the number of customers, or percentage of total

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customers, whose reported experience with a firm, its products, or its services (ratings) exceeds specified satisfaction goals."

It is seen as a key performance indicator within business and is often part of a Balanced Scorecard. In a competitive marketplace where businesses compete for customers, customer satisfaction is seen as a key differentiator and increasingly has become a key element of business strategy.

Within organizations, customer satisfaction ratings can have powerful effects. They focus employees on the importance of fulfilling customers' expectations. Furthermore, when these ratings dip, they warn of problems that can affect sales and profitability. These metrics quantify an important dynamic. When a brand has loyal customers, it gains positive word-of-mouth marketing, which is both free and highly effective.

Therefore, it is essential for businesses to effectively manage customer satisfaction. To be able to do this, firms need reliable and representative measures of satisfaction.

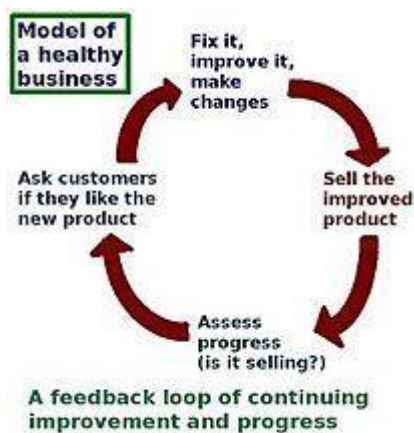
In researching satisfaction, firms generally ask customers whether their product or service has met or exceeded expectations. Thus, expectations are a key factor behind satisfaction. When customers have high expectations and the reality falls short, they will be disappointed and will likely rate their experience as less than satisfying. For this reason, a luxury resort, for example, might receive a lower satisfaction rating than a budget motel even though its facilities and service would be deemed superior in "absolute" terms.

The importance of customer satisfaction diminishes when a firm has increased bargaining power. For example, cell phone plan providers, such as AT&T and Verizon, participate in an industry that is an oligopoly, where only a few suppliers of a certain product or service exist. As such, many cell phone plan contracts have a lot of fine print with provisions that they would never get away if there were, say, a hundred cell phone plan providers, because customer satisfaction would be way too low, and customers would easily have the option of leaving for a better contract offer. There is a substantial body of empirical literature that establishes the benefits of customer satisfaction for firms.

## A Study Consumer Satisfaction towards Royal Enfield Bikes with Special Reference to Apollo Enterprises, Shivamogga

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### Purpose



A business ideally is continually seeking feedback to improve customer satisfaction. Customer satisfaction provides a leading indicator of consumer purchase intentions and loyalty. Customer satisfaction data are among the most frequently collected indicators of market perceptions. Their principal use is twofold:

1. Within organizations, the collection, analysis and dissemination of these data send a message about the importance of tending to customers and ensuring that they have a positive experience with the company's goods and services
2. Although sales or market share can indicate how well a firm is performing currently, satisfaction is an indicator of how likely it is that the firm's customers will make further purchases in the future. Much research has focused on the relationship between customer satisfaction and retention. Studies indicate that the ramifications of satisfaction are most strongly realized at the extremes. On a five-point scale, individuals who rate their satisfaction level as "5" are likely to become return customers and might even evangelize for the firm. (A second important metric related to satisfaction is willingness to recommend. This metric is defined as "The percentage of surveyed customers who indicate that they would recommend a brand to friends." When a customer is satisfied with a product, he or she might recommend it to friends, relatives and colleagues. This can be a powerful marketing

## **A Study Consumer Satisfaction towards Royal Enfield Bikes with Special Reference to Apollo Enterprises, Shivamogga**

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advantage.) Individuals who rate their satisfaction level as “1,” by contrast, are unlikely to return. Further, they can hurt the firm by making negative comments about it to prospective customers. Willingness to recommend is a key metric relating to customer satisfaction.

### **Meaning of Customer Satisfaction**

Customer satisfaction is a business term, is a measure of how products and services supplied by a company meet or surpass customer expectation. It is seen as a key performance indicator within business and part of the four prospective of balanced score card.

IN a competitive market place were businesses compete for customers, customer satisfaction is seen as a key differentiator and increasingly has become a key element of business strategy customer satisfaction drives successful private sector business. High performing businesses have developed principles and strategies for achieving customer satisfaction. This paper presents a framework or set of ideas for using customer satisfaction principles and strategies to improve the quality responsiveness, and possibility of public sector privately provided services in vulnerable communities. The framework suggested that resident who live in tough neighborhoods can be supported through customer satisfaction strategies to become empowered individuals who informed perspectives influence decisions about what, how, when, and where services are available to them. Customer satisfaction is the customers' response to the evaluation of the perceived discrepancy between prior expectation and the actual performance of the product as perceived after its consumption

The concept of customer satisfaction has attracted much attention in recent years. Organizations that try to analyze this concept should begin with an understanding of various customer satisfaction models. Such models clarify various theories about customer satisfaction, making research and analysis in this topic more focused and less wasteful of research resources.

## **A Study Consumer Satisfaction towards Royal Enfield Bikes with Special Reference to Apollo Enterprises, Shivamogga**

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According to the Department of Marketing at Washington University, there is no single definition of consumer satisfaction. However, all the definitions in the literature and from consumers describe consumer satisfaction as a reasoned or emotional response to a product, service or consumer experience at a particular time.

According to BNET, customer satisfaction is "the degree to which customer expectations of a product or service are met or exceeded." Each person has their own set of expectations, so customer satisfaction is unique to the individual.

### **Features**

Businesspeople who work with customers or clients should exhibit professionalism, patience, respect and good communication. Also, going the extra mile for your customers is a good way to enhance customer satisfaction, because it increases your chances of exceeding their expectations.

### **Function**

Companies want their customers to be happy because happy customers bring in more business and add to a company's viability. When customers are dissatisfied they are likely to stop returning as a client, and may tell friends and family about the poor experiences they had with your company.

### **Satisfaction Surveys**

You can provide satisfaction surveys to your customers to continuously measure their level of satisfaction. Satisfaction surveys will give customers a chance to let you know how things can be done better to enhance customer service.

### **Definition of customer satisfaction**

According to Philip Kotler. "Satisfaction is a person's feelings of pressure or disappointment resulting from product's perceived performance (outcome) in relation to his or her expectations. Customer satisfaction is the level of a person's felt state resulting from comparing a product's perceived performance (outcome) in relation to the person's expectations".

This satisfaction level is a function of difference between perceived performance and expectations. If the product's performance, exceed expectation the customer highly

## **A Study Consumer Satisfaction towards Royal Enfield Bikes with Special Reference to Apollo Enterprises, Shivamogga**

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satisfied or delighted. If the performance matches the expectations the customer is satisfied. If the products performance fall shorts of expectations the customer is dissatisfied.

1 Many companies are aiming for high satisfaction because customers who are just satisfied still find it easy to switch when a better offer comes along. High satisfaction or delight creates an emotional affinity with brand.

2 Variety of factors that affect customer satisfaction includes product quality, product availability and after sales support such as warranties and services. Customer satisfaction is seen as a proof of delivering a quality product or service. It is believed that customer satisfaction brings sales growth, and market share. A company can always increase customer satisfaction by lowering its price or increasing its services but this may result in lower profits. Thus the purpose of marketing is to generate customer value profitability.

3 India is on the threshold of a new millennium. India chose for global economy, exposing her to winds of change in the market place, which has expanded vastly and become fiercely competitive. In the changed environment, decision makers view the marketing concept as the key to success. Marketing in practice has to manage products, pricing, promotion and distribution.

4 A successful product can be developed by exploring these opportunities. While delivering the value of the consumer we make use of marketing support. This support is based on the knowledge of consumers and distribution. Marketing support both at the introduction of products and maturing is considered.

5 Marketing, as suggested by the American Marketing Association is "an organizational function and a set of processes for creating, communicating and delivering value to customers and for managing customer relationships in ways that benefit the organization and its stakeholders".

6 The two major factors of marketing are the recruitment of new customers (acquisition) and the retention and expansion of relationships with existing customers (base management). Marketing methods are informed by many of the social,

## **A Study Consumer Satisfaction towards Royal Enfield Bikes with Special Reference to Apollo Enterprises, Shivamogga**

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particularly psychology, sociology, and economics. Anthropology is also a small, but growing, influence. Market research underpins these activities. Through advertising, it is also related to many of the creative arts.

7 For a marketing plan to be successful, the mix of the four "Ps" i.e. product, price, place, promotion must reflect the wants and desires of the consumers in the target market. Trying to convince a market segment to buy something they don't want is extremely expensive and seldom successful. Marketers depend on marketing research, both formal and informal, to determine what consumers want and what they are willing to pay for. Marketers hope that this process will give them a sustainable competitive advantage. Marketing management is the practical application of this process. The offer is also an important addition to the 4P's theory.

### **Importance of Customer Satisfaction**

Companies regularly advertise in magazines, newspapers, television and on the radio to connect with the public. While advertisements certainly help, word-of-mouth is also a valuable tool. If a customer is satisfied with the company, she is more likely to recommend the company to a friend. But if she is not, she will speak negatively and could potentially hurt your business. The customer may not always be right, but the customer does need to be content.

#### **Surveys**

Distribute surveys either online or in print to customers after the company has finished the task that it was hired for so you can find out what worked and what didn't. Customer feedback can be discussed the next time your company does an evaluation.

#### **Contact Features**

Provide a "Contact Us" link or phone number so customers can talk to customer service representatives to get their questions easily answered. Be careful with automated systems. While some people don't mind touch-tone responses, others just want to speak to a real person, so if your company uses automated system, record a spot in the system so customers can speak freely and press pound after the tone.



## **A Study Consumer Satisfaction towards Royal Enfield Bikes with Special Reference to Apollo Enterprises, Shivamogga**

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### **Effects**

Monitor how your company is doing with complaints on the Better Business Bureau site. Other customers may check this out to see if there are outstanding complaints and how your company handled them. If there are too many complaints, the customer could be hesitant to work with your company.

### **Repeat Business**

Return customers often come back because they enjoyed doing business with you or were satisfied with the service they received the first time. It is rare for a customer to pay for a service when the customer was dissatisfied the first time, unless the location is so small that this company is the only one they can work with. Even then, you want your customers to be satisfied so they won't spread the word to outside locations in case your company adds new branch locations.

### **Return Calls**

Respond to customer complaints and evaluate issues in a timely manner. If the customer feels ignored, this gives him too much time to let his imagination run and assume your company does not care. The company loses business if the customer cancels the service because he doesn't want to wait on the company to respond if the time frame is too long.

### **Word of Mouth**

Encourage customers to tell a friend about the company. Providing take-home paraphernalia like magnets, brochures, e-blasts and pens are ways for the company to remember you. Even if you don't get the business at that moment, the customer using a common product with your company name will keep it on her mind.

### **Sponsors**

Sponsors pay attention to how satisfied your customers are because if they distribute money to a company with a bad reputation, it makes them look bad as well. If the customer is satisfied and the company can provide quotes and other proof from those customers, sponsors may find the company more attractive.

### **Costs**

## **A Study Consumer Satisfaction towards Royal Enfield Bikes with Special Reference to Apollo Enterprises, Shivamogga**

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Customers that are not happy with a product or a service can increase business costs in many areas. For example, if a customer is not happy with a product, technical support may be required, which increases business operation costs. The customer may choose to return the product, which impacts warranty costs. The company may also incur additional costs in shipping out a new product. This situation creates a negative profit.

### **Free Marketing**

When a customer is happy with a product or service, she will likely buy from the business again. An added benefit is that the customer likes to share her good experience with friends. Abildtrup states that the customer will tell an average of eight people about her positive experience. This is word-of-mouth marketing and is vital to a business, because it doesn't cost any advertising dollars but increases business. On the flip side, a negative customer experience is shared by the customer with approximately 22 other people.

### **Up Sales**

When a customer is pleased with a transaction, he is open to other suggestions for a product or service. Many times, a business can sell more to the same customer due to loyalty and customer confidence in the business. This is called a cross-sell or an up-sell. However, a poor customer experience eliminates the opportunity to make this type of offer.

### **Measuring customer satisfaction**

Organizations need to retain existing customers while targeting non-customers. Measuring customer satisfaction provides an indication of how successful the organization is at providing products and/or services to the marketplace.

Customer satisfaction is measured at the individual level, but it is almost always reported at an aggregate level. It can be, and often is, measured along various dimensions. A hotel, for example, might ask customers to rate their experience with its front desk and check-in service, with the room, with the amenities in the room,

## **A Study Consumer Satisfaction towards Royal Enfield Bikes with Special Reference to Apollo Enterprises, Shivamogga**

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with the restaurants, and so on. Additionally, in a holistic sense, the hotel might ask about overall satisfaction “with your stay.”

As research on consumption experiences grows, evidence suggests that consumers purchase goods and services for a combination of two types of benefits: hedonic and utilitarian. Hedonic benefits are associated with the sensory and experiential attributes of the product. Utilitarian benefits of a product are associated with the more instrumental and functional attributes of the product (Batra and Athola 1990).

Customer satisfaction is an ambiguous and abstract concept and the actual manifestation of the state of satisfaction will vary from person to person and product/service to product/service. The state of satisfaction depends on a number of both psychological and physical variables which correlate with satisfaction behaviors such as return and recommend rate. The level of satisfaction can also vary depending on other options the customer may have and other products against which the customer can compare the organization's products.

Work done by Parasuraman, Zeithaml and Berry (Leonard L) between 1985 and 1988 provides the basis for the measurement of customer satisfaction with a service by using the gap between the customer's expectation of performance and their perceived experience of performance. This provides the measurer with a satisfaction "gap" which is objective and quantitative in nature. Work done by Cronin and Taylor propose the "confirmation/disconfirmation" theory of combining the "gap" described by Parasuraman, Zeithaml and Berry as two different measures (perception and expectation of performance) into a single measurement of performance according to expectation.

The usual measures of customer satisfaction involve a survey with a set of statements using a Likert Technique or scale. The customer is asked to evaluate each statement and in term of their perception and expectation of performance of the organization being measured. Their satisfaction is generally measured on a five-point scale.

Very dissatisfied	Somewhat dissatisfied	Neither satisfied nor dissatisfied	Somewhat satisfied	Very satisfied
1	2	3	4	5

## **A Study Consumer Satisfaction towards Royal Enfield Bikes with Special Reference to Apollo Enterprises, Shivamogga**

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Customer satisfaction data can also be collected on a 10-point scale

Regardless of the scale used, the objective is to measure customers' perceived satisfaction with their experience of a firm's offerings. It is essential for firms to effectively manage customer satisfaction. To be able to do this, we need accurate measurement of satisfaction.

Good quality measures need to have high satisfaction loadings, good reliability, and low error variances. In an empirical study comparing commonly used satisfaction measures it was found that two multi-item semantic differential scales performed best across both hedonic and utilitarian service consumption contexts. According to studies by Wirtz & Lee (2003), they identified a six-item 7-point semantic differential scale (e.g., Oliver and Swan 1983), which is a six-item 7-point bipolar scale, that consistently performed best across both hedonic and utilitarian services. It loaded most highly on satisfaction, had the highest item reliability, and had by far the lowest error variance across both studies. In the study, the six items asked respondents' evaluation of their most recent experience with ATM services and ice cream restaurant, along seven points within these six items: *“please me to displeased me”*, *“contented with to disgusted with”*, *“very satisfied with to very dissatisfied with”*, *“did a good job for me to did a poor job for me”*, *“wise choice to poor choice”* and *“happy with to unhappy with”*.

A semantic differential (4 items) scale (e.g., Eroglu and Machleit 1990) , which is a four-item 7-point bipolar scale, was the second best performing measure, which was again consistent across both contexts. In the study, respondents were asked to evaluate their experience with both products, along seven points within these four items: *“satisfied to dissatisfied”*, *“favorable to unfavorable”*, *“pleasant to unpleasant”* and *“I like it very much to I didn't like it at all”*.

The third best scale was single-item percentage measure, a one-item 7-point bipolar scale (e.g., Westbrook 1980). Again, the respondents were asked to evaluate their experience on both ATM services and ice cream restaurants, along seven points within *“delighted to terrible”*.

## **A Study Consumer Satisfaction towards Royal Enfield Bikes with Special Reference to Apollo Enterprises, Shivamogga**

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It seems that dependent on a trade-off between length of the questionnaire and quality of satisfaction measure, these scales seem to be good options for measuring customer satisfaction in academic and applied studies research alike. All other measures tested consistently performed worse than the top three measures, and/or their performance varied significantly across the two service contexts in their study. These results suggest that more careful pretesting would be prudent should these measures be used. Finally, all measures captured both affective and cognitive aspects of satisfaction, independent of their scale anchors. Affective measures capture a consumer's attitude (liking/disliking) towards a product, which can result from any product information or experience. On the other hand, cognitive element is defined as an appraisal or conclusion on how the product's performance compared against expectations (or exceeded or fell short of expectations), was useful (or not useful), fit the situation (or did not fit), exceeded the requirements of the situation (or did not exceed).

**Chapter - 4**  
**Analysis of data and Interpretation**

- **Tables**
- **Graphs**
- **Interpretations**

## **Analysis of data and interpretation**

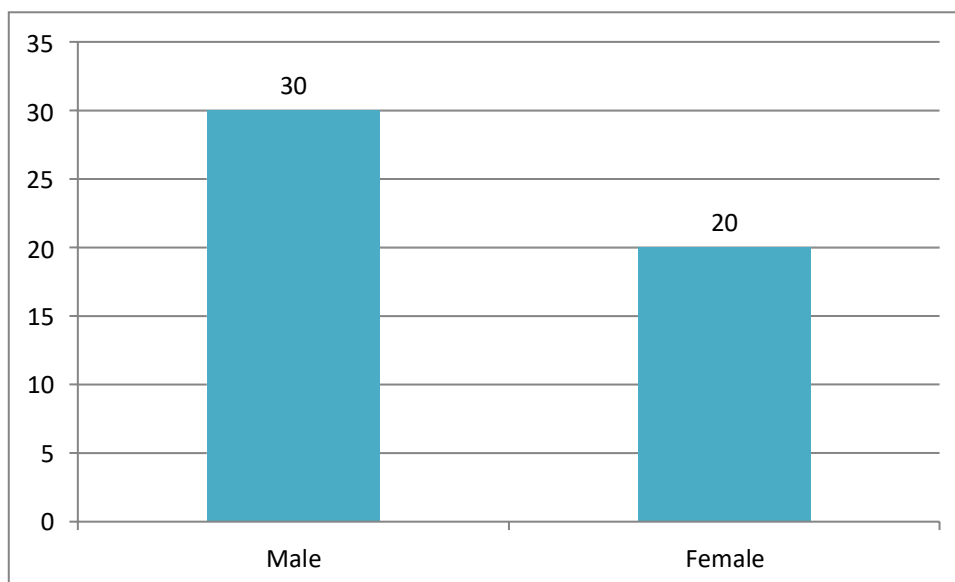
**Table No:4. 1**

**Table showing on the basis of Gender factor**

<b>Gender</b>	<b>No of Respondents</b>	<b>Percentage</b>
Male	30	60
Female	20	40
<b>Total</b>	<b>50</b>	<b>100%</b>

**Source: Field Survey**

**Chart No: 4.1**



### **Interpretation**

The above Table and chart shows that, 60% of respondents are Male and remaining 40% of respondents are Female.

**A Study Consumer Satisfaction towards Royal Enfield Bikes with Special  
Reference to Apollo Enterprises, Shivamogga**

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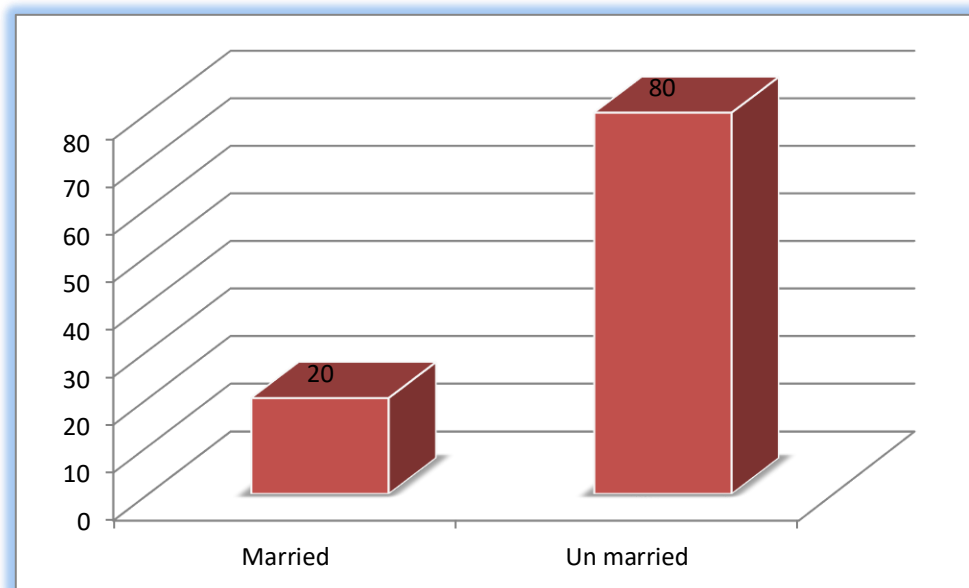
**Table No: 4.2**

**Table shows on the basis of Respondent's Marital Status**

<b>Marital Status</b>	<b>No of Respondents</b>	<b>Percentage</b>
Married	10	20
Un married	40	80
<b>Total</b>	<b>50</b>	<b>100%</b>

**Source: Field Survey**

**Chart No: 4.2**



**Interpretation**

The above Table and chart shows that, 20% of respondents are married and 80% of respondents are married



## A Study Consumer Satisfaction towards Royal Enfield Bikes with Special Reference to Apollo Enterprises, Shivamogga

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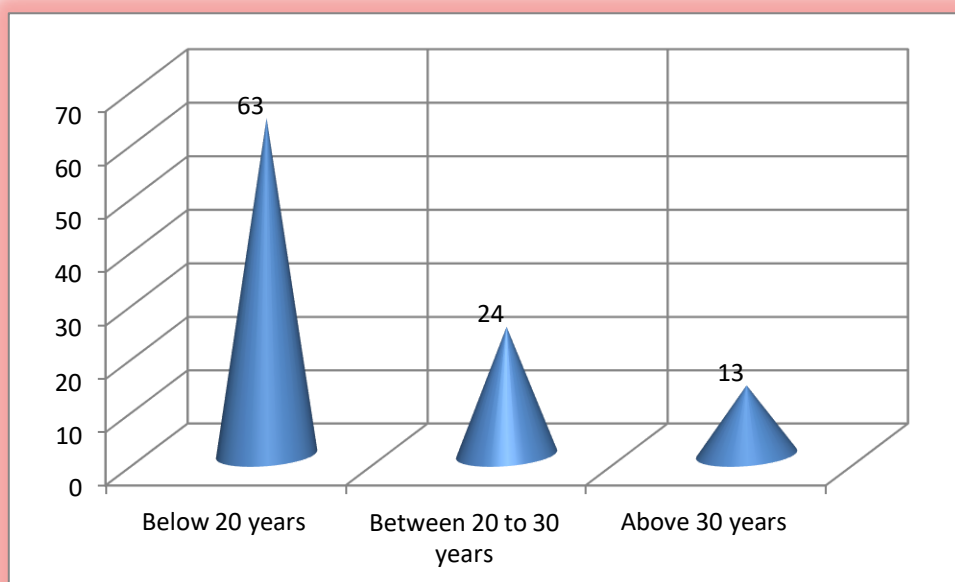
**Table No: 4.3**

**Table shows on the basis of Respondent's Age Group**

<b>Age group</b>	<b>No of Respondents</b>	<b>Percentage</b>
Below 20 years	31	63
Between 20 to 30 years	12	24
Above 30 years	7	13
<b>Total</b>	<b>50</b>	<b>100%</b>

**Source: Field Survey**

**Chart No: 4.3**



### **Interpretation**

The above Table and chart shows that, 63% of the Respondents are in the age group of Below 20, 24% Respondents are in the age group of 20 to 30, 13% of the respondent is in the age group of above 30.

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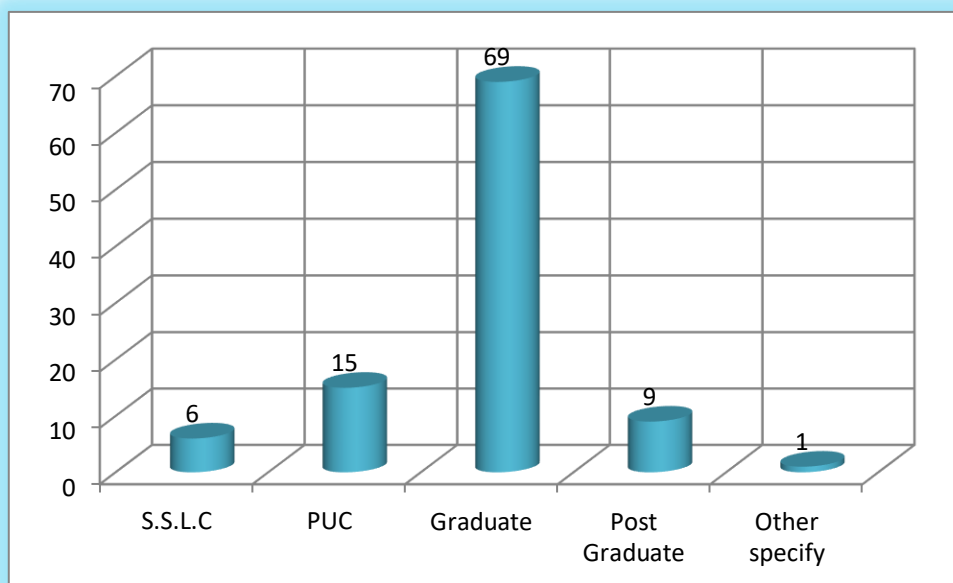
**Table No: 4.4**

**Table shows on the basis of Respondent's Educational Qualification**

<b>Educational Qualifications</b>	<b>No of Respondents</b>	<b>Percentage</b>
S.S.L.C	3	6
PUC	7	15
Graduate	35	69
Post Graduate	5	10
Other specify	0	0
<b>Total</b>	<b>50</b>	<b>100</b>

**Sources: Field Survey**

**Chart No: 4.4**



**Interpretation**

The above Table and chart shows that, 6% respondents belongs to SSLC, 15% respondents belongs PUC, 69% respondents Educational qualification Belongs to Graduate, 9% respondents Belongs to Post graduate.

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Reference to Apollo Enterprises, Shivamogga**

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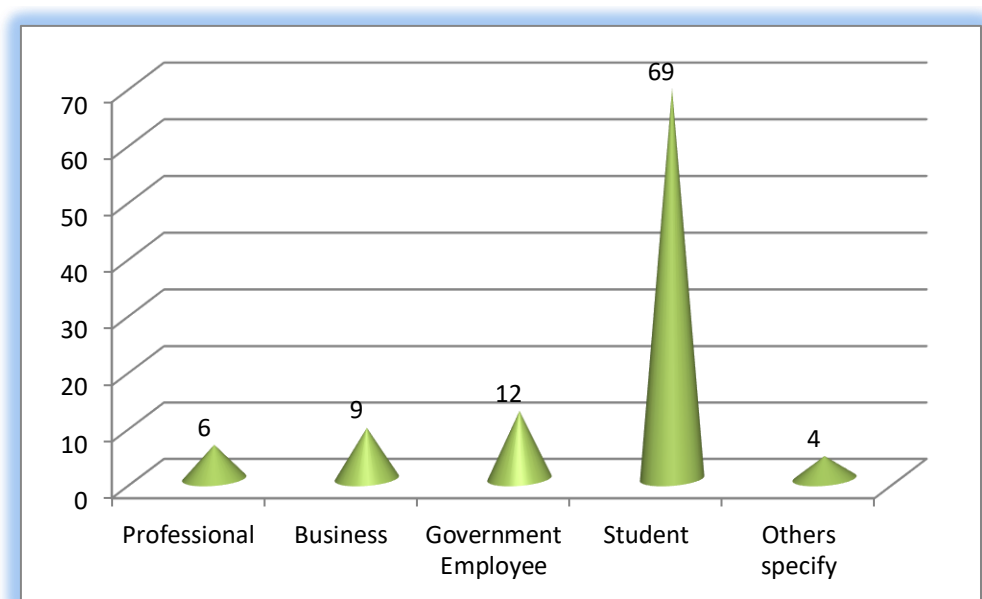
**Table no. 4.5**

**Occupation of respondents is presented**

<b>Occupation</b>	<b>No of Respondents</b>	<b>Percentage</b>
Professional	3	6
Business	5	10
Government Employee	6	12
Student	35	70
Others specify	2	4
<b>Total</b>	<b>50</b>	<b>100%</b>

**Source: Field Survey**

**Chart No: 4.5**



**Interpretation**

The above Table and chart shows that, 6% respondents have the occupation like professional, 10% respondent having the occupation like business, 12% respondent having the occupation likes Government Employee, 70% respondents having occupation like students and 4% respondent having occupation like Others.

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Reference to Apollo Enterprises, Shivamogga**

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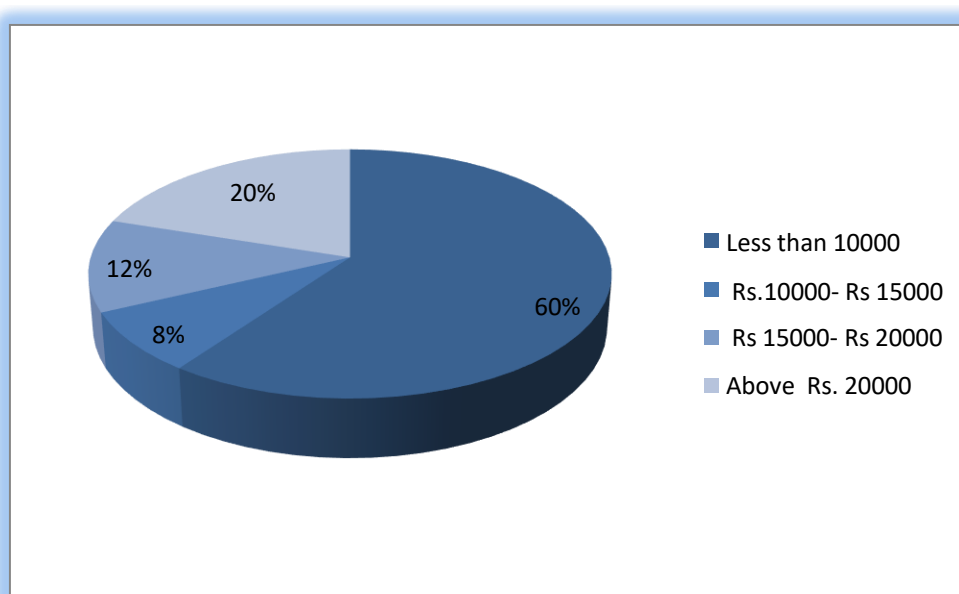
**Table No: 4.6**

**Table shows on the basis of Respondent's Monthly Income**

<b>Monthly Income in(INR)</b>	<b>No of Respondents</b>	<b>Percentage</b>
Less than 10000	30	60
Rs.10000- Rs 15000	4	8
Rs 15000- Rs 20000	6	12
Above Rs. 20000	10	20
<b>Total</b>	<b>50</b>	<b>100%</b>

**Source: Field Survey**

**Chart No: 4.6**



**Interpretation**

The above Table and chart shows that, 60% of the respondents belongs to income group less Rs. 10,000 per month, 8% of the respondents Belongs to Rs 10,000 – 15,000 per month, 12% of the respondents belongs to Rs. 15,000 20,000 per month. & 20% of the respondents Belongs to 20,000 & above.

**A Study Consumer Satisfaction towards Royal Enfield Bikes with Special  
Reference to Apollo Enterprises, Shivamogga**

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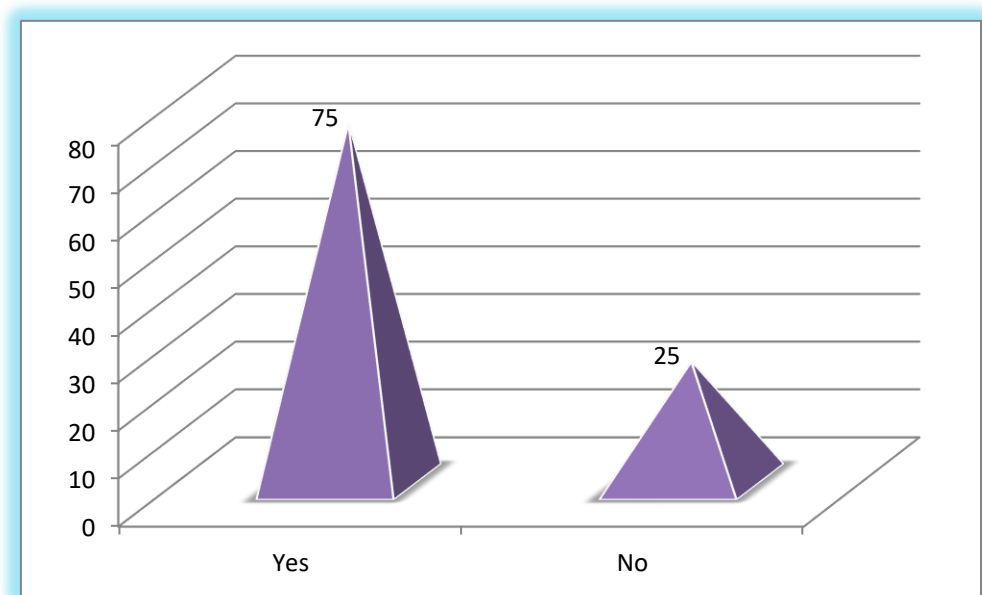
**Table No: 4.7**

**The table shows on the basis of respondents have own two wheeler bike**

<b>Particular</b>	<b>No of Respondents</b>	<b>Percentage</b>
Yes	35	75
No	15	25
<b>Total</b>	<b>50</b>	<b>100%</b>

**Source: Field Survey**

**Chart No: 4.7**



**Interpretation**

The above Table and chart shows that, 75% respondents are own two wheeler bike and 25% respondents not own two wheeler bike.

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Reference to Apollo Enterprises, Shivamogga**

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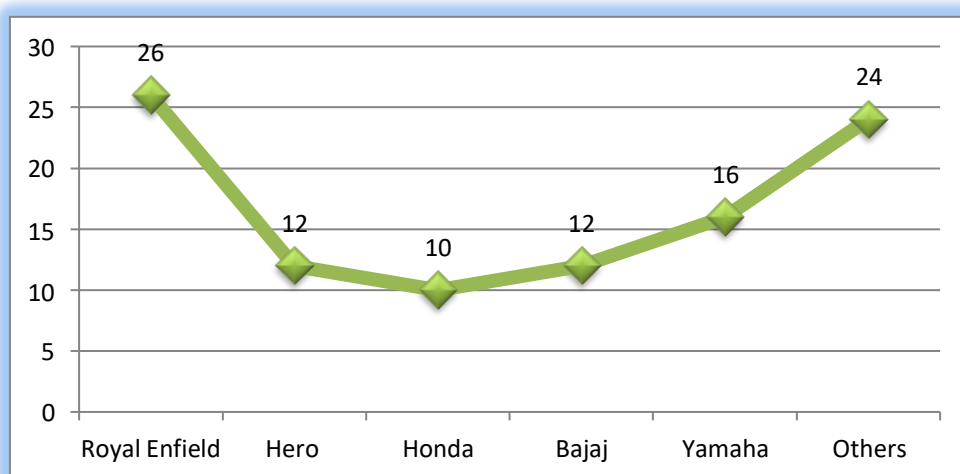
**Table No: 4.8**

The table shows on the basis of respondents which company two wheeler have

<b>Particular</b>	<b>No of Respondents</b>	<b>Percentage</b>
Royal Enfield	13	26
Hero	6	12
Honda	5	10
Bajaj	6	12
Yamaha	8	16
Others	12	24
<b>Total</b>	<b>50</b>	<b>100%</b>

Source: Field Survey

**Chart No: 4.8**



**Interpretation**

The above Table and chart shows that, 26% respondents have Royal Enfield, 12% respondents have Hero, 10% respondent have Honda, 12% respondents have Bajaj, 16% respondents have Yamaha and 24 respondents have others.

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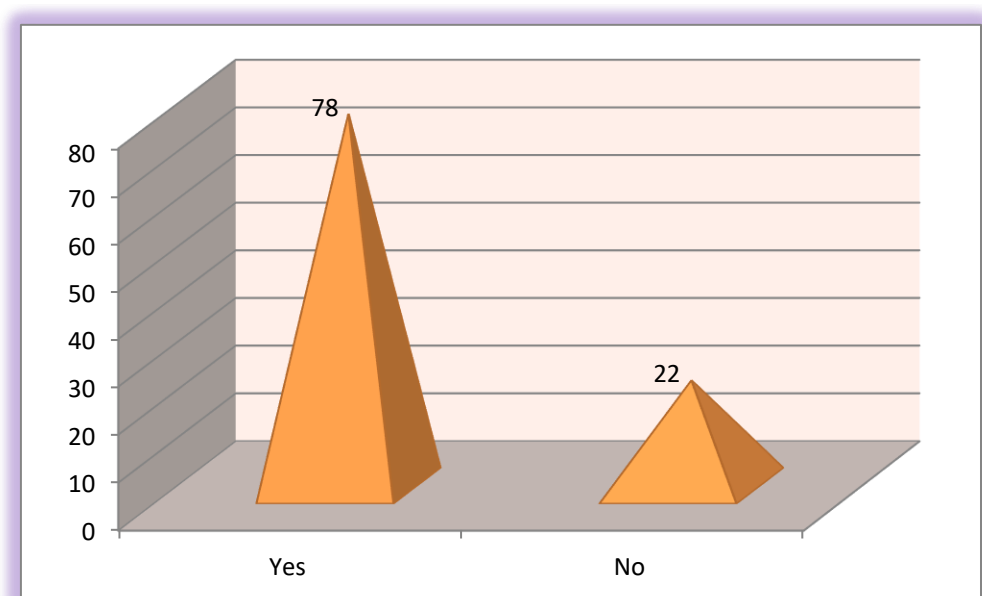
**Table No: 4.9**

**Table shows on the basis of Respondent's aware of Royal Enfield bike**

<b>Marital Status</b>	<b>No of Respondents</b>	<b>Percentage</b>
Yes	39	78
No	11	22
<b>Total</b>	<b>50</b>	<b>100%</b>

**Source: Field Survey**

**Chart No: 4.9**



**Interpretation**

The above Table and chart shows that, 78% respondents aware of Royal Enfield Bike and 22% respondents are not aware of Royal Enfield Bikes.

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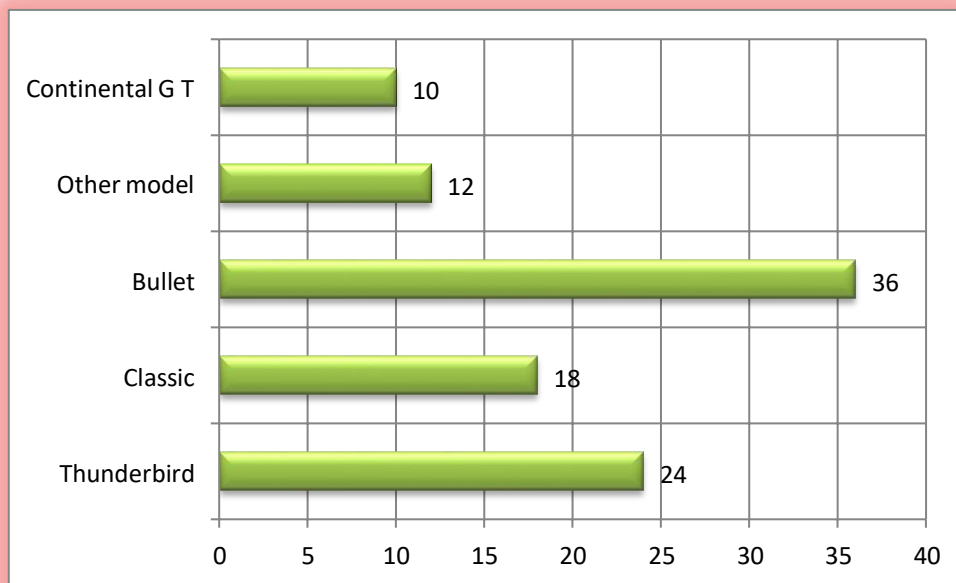
**Table No.: 4.10**

**Respondents having Royal Enfield Bike Model**

<b>Particular</b>	<b>No of Respondents</b>	<b>Percentage</b>
Thunderbird	12	24
Classic	9	18
Bullet	18	36
Other model	6	12
Continental G T	5	10
<b>Total</b>	<b>50</b>	<b>100%</b>

**Source: Field Survey**

**Chart No: 4.10**



**Interpretation**

Out of 100 respondents, 24% of respondents have thunderbird model, 18% of respondents have Classic, 36% of respondents belongs to Bullet, 12% of respondents belongs to other model and 10 % of respondents belongs to Continental GT.



**A Study Consumer Satisfaction towards Royal Enfield Bikes with Special Reference to Apollo Enterprises, Shivamogga**

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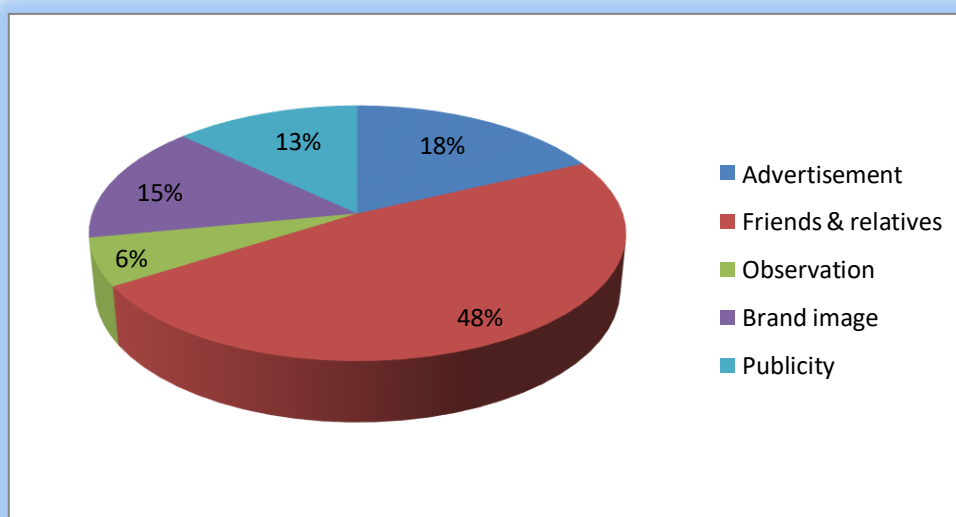
**Table No: 4.11**

**Table shows How did respondents come to know about Royal Enfield**

<b>Particular</b>	<b>No of Respondents</b>	<b>Percentage</b>
Advertisement	9	18
Friends & relatives	24	48
Observation	3	6
Brand image	8	15
Publicity	7	13
<b>Total</b>	<b>50</b>	<b>100%</b>

**Source: Field Survey**

**Chart No: 4.11**



**Interpretation**

The above table and chart states that, 18% of the respondents come to know Royal Enfield through Advertisement, 48% of the respondents belongs to Friends & Relatives, 6% of the respondents belongs to Observation, 15% of the respondents belongs to Brand image and 13% respondents belongs to Publicity.

## A Study Consumer Satisfaction towards Royal Enfield Bikes with Special Reference to Apollo Enterprises, Shivamogga

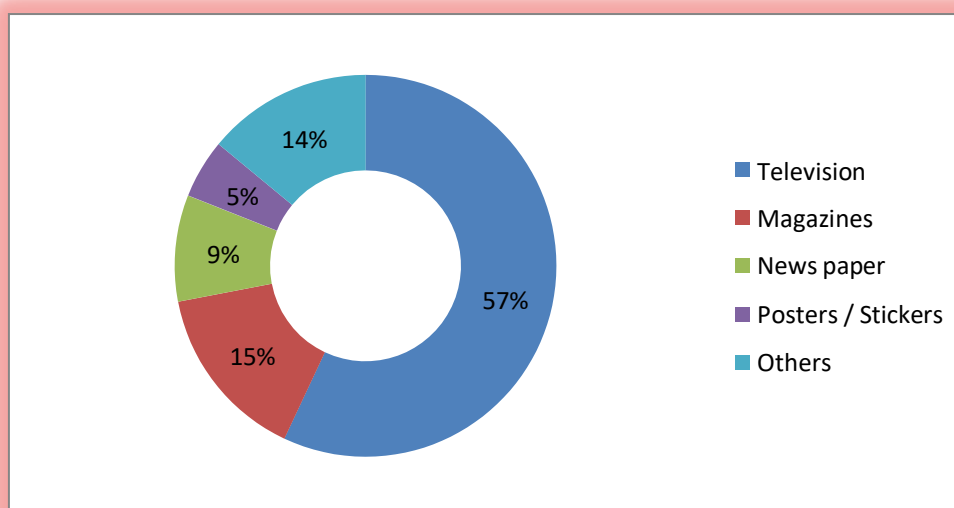
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Table No: 4.12

Table shows media of advertisement that have you been introduced Respondents to Royal Enfield

Particular	No of Respondents	Percentage
Television	28	57
Magazines	7	15
News paper	4	9
Posters / Stickers	4	5
Others	7	14
<b>Total</b>	<b>50</b>	<b>100%</b>

Chart No: 4.12



### Interpretation

The above table and chart states that, 57% of the respondents come to know about Royal Enfield through Television Media, 15% of the respondents belongs to Magazine, 9% of the respondents belongs to Newspaper, 5% of the respondents belongs to Posters / Stickers and 14% of the respondents belongs to Others.

**A Study Consumer Satisfaction towards Royal Enfield Bikes with Special  
Reference to Apollo Enterprises, Shivamogga**

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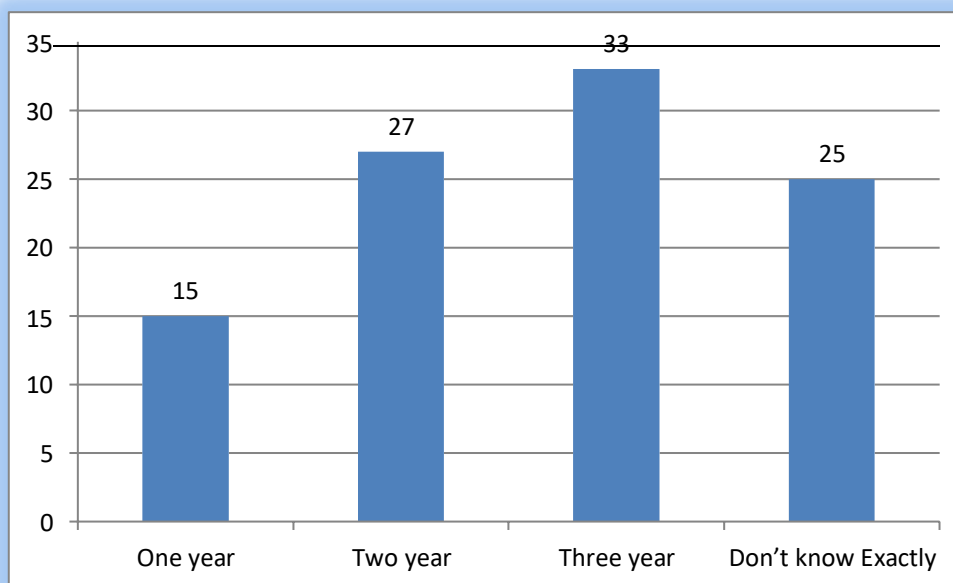
**Table No: 4.13**

**Table shows from past how many years did respondents know about Royal  
Enfield Company**

<b>Particular</b>	<b>No of Respondents</b>	<b>Percentage</b>
One year	7	15
Two year	14	27
Three year	17	33
Don't know Exactly	12	25
<b>Total</b>	<b>50</b>	<b>100%</b>

**Source: Field Survey**

**Chart No: 4.13**



**Interpretation**

The above table and chart states that, 15% of respondents know about Royal Enfield Company from One year, 27% of respondents belongs to Two years 33% of respondents belongs to Three years and 25% of respondents belongs to Don't know exactly.

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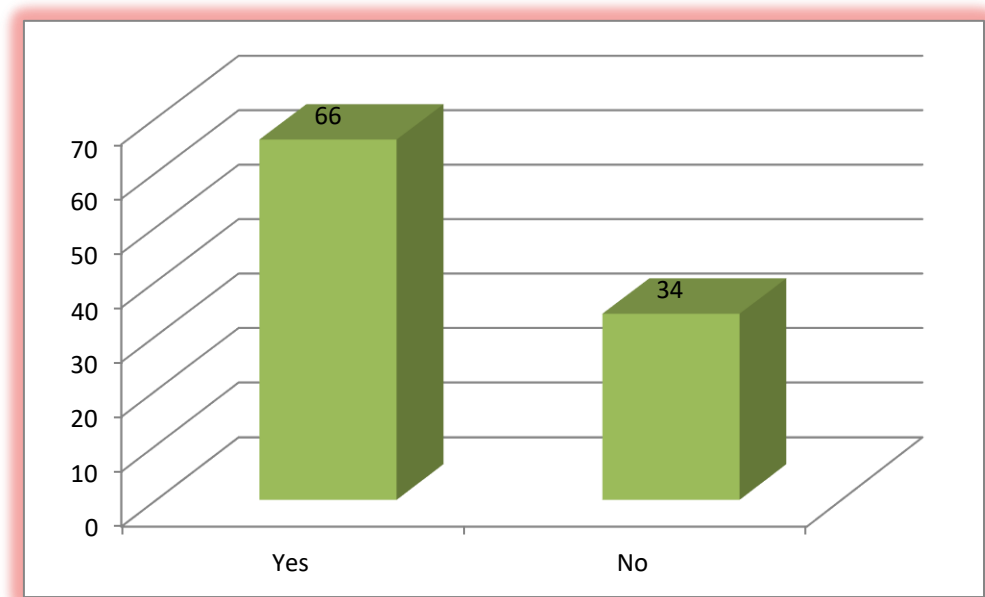
**Table No: 4.14**

**Table shows plan to buy Royal Enfield Bike in future**

<b>Marital Status</b>	<b>No of Respondents</b>	<b>Percentage</b>
Yes	33	66
No	17	34
<b>Total</b>	<b>50</b>	<b>100%</b>

**Source: Field Survey**

**Chart No: 4.14**



**Interpretation**

The above table and chart states that, 66% of respondents are having planned to buy the Royal Enfield bike in future and 34% of respondents are not having planned to buy the Royal Enfield bike in future.

**A Study Consumer Satisfaction towards Royal Enfield Bikes with Special  
Reference to Apollo Enterprises, Shivamogga**

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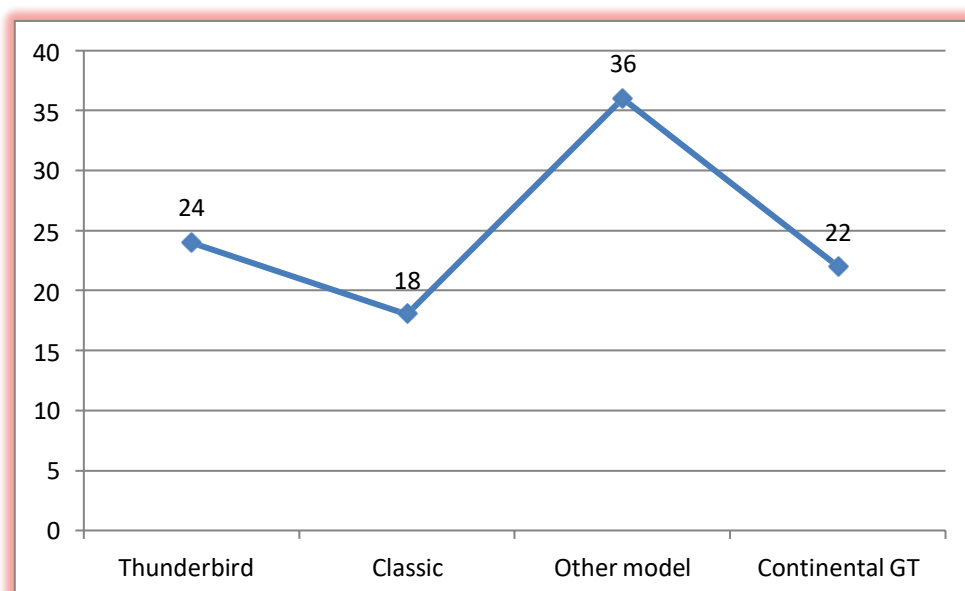
**Table No: 4.15**

**Table shows Respondent's preferred Model**

<b>Particular</b>	<b>No of Respondents</b>	<b>Percentage</b>
Thunderbird	12	24
Classic	9	18
Other model	18	36
Continental GT	11	22
<b>Total</b>	<b>50</b>	<b>100%</b>

**Source: Field Survey**

**Chart No: 4.15**



**Interpretation**

The above table and chart states that 24% of respondents are prefer Thunderbird, 18% of respondents are prefers classic bike, 36% of respondents are prefers other model and 22% of respondent are prefer Continental GT Bike.

**A Study Consumer Satisfaction towards Royal Enfield Bikes with Special Reference to Apollo Enterprises, Shivamogga**

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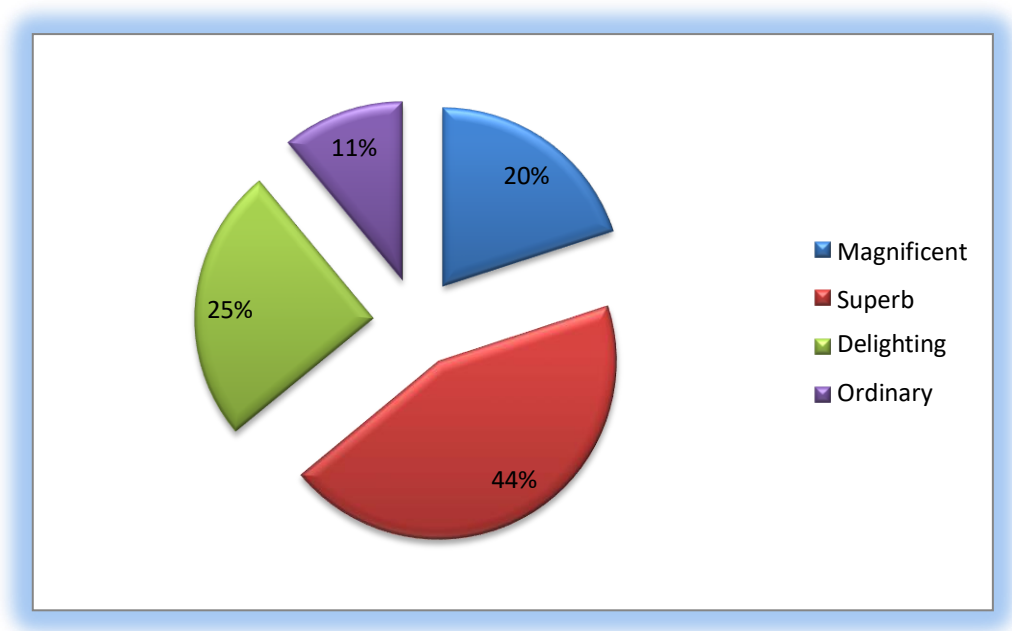
**Table No: 4.16**

**Respondent' think about Royal Enfield bike Technology**

<b>Particular</b>	<b>No of Respondents</b>	<b>Percentage</b>
Magnificent	10	20
Superb	22	44
Delighting	13	25
Ordinary	5	11
<b>Total</b>	<b>50</b>	<b>100%</b>

**Source: Field Survey**

**Chart No: 4.16**



**Interpretation**

The above table and chart states that, 20% of the respondents belongs to Magnificent, 44% of the respondents think that Royal Enfield bike technology is Superb, 25% of the respondents belongs to Delighting and 11% of the respondents belongs to Ordinary.

**A Study Consumer Satisfaction towards Royal Enfield Bikes with Special  
Reference to Apollo Enterprises, Shivamogga**

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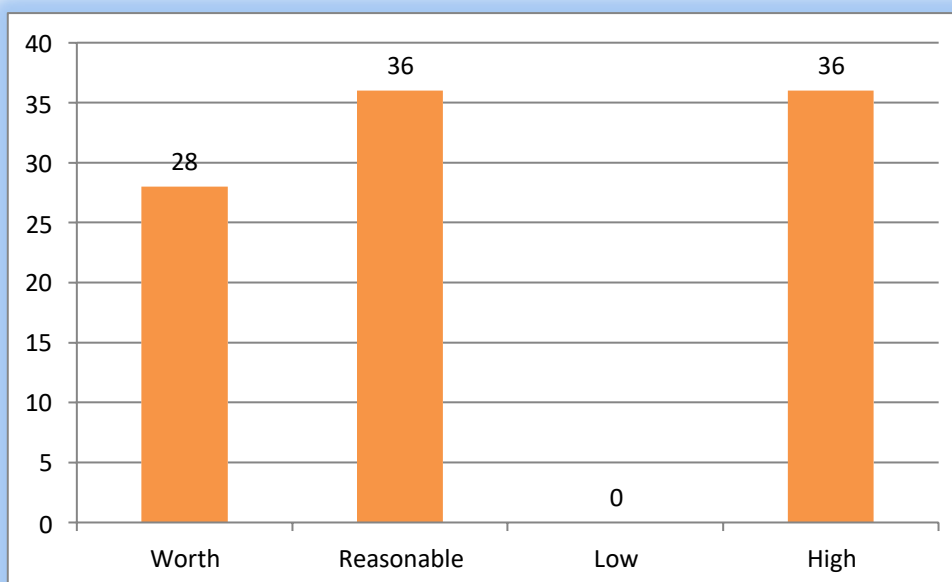
**Table No: 4.17**

**Respondent's opinions about the price of Royal Enfield Bike**

<b>Particular</b>	<b>No of Respondents</b>	<b>Percentage</b>
Worth	14	28
Reasonable	18	36
Low	0	0
High	18	36
<b>Total</b>	<b>50</b>	<b>100%</b>

**Source: Field Survey**

**Chart No: 4.17**



**Interpretation**

The above table and chart states that 28% of respondents belongs to Worth, 36% of respondents opinions that the Price of Royal Enfield bike is reasonable and 36% of respondents belongs to High.

**A Study Consumer Satisfaction towards Royal Enfield Bikes with Special  
Reference to Apollo Enterprises, Shivamogga**

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**Table No: 4.18**

**Respondent's think about Royal Enfield pickup**

<b>Particular</b>	<b>No of Respondents</b>	<b>Percentage</b>
Excellent	6	12
Good	23	46
Satisfactory	11	22
Worst	10	20
<b>Total</b>	<b>50</b>	<b>100%</b>

**Chart No: 4.18**



**Interpretation**

The above table and chart states that, 12% of respondents opinion that the Royal Enfield Bike pickup is Excellent, 46% of respondents' opinions that the Royal Enfield bike pickup is Good, 22 % of respondents belongs to satisfactory and 20% of respondents belongs to Worst.



**A Study Consumer Satisfaction towards Royal Enfield Bikes with Special Reference to Apollo Enterprises, Shivamogga**

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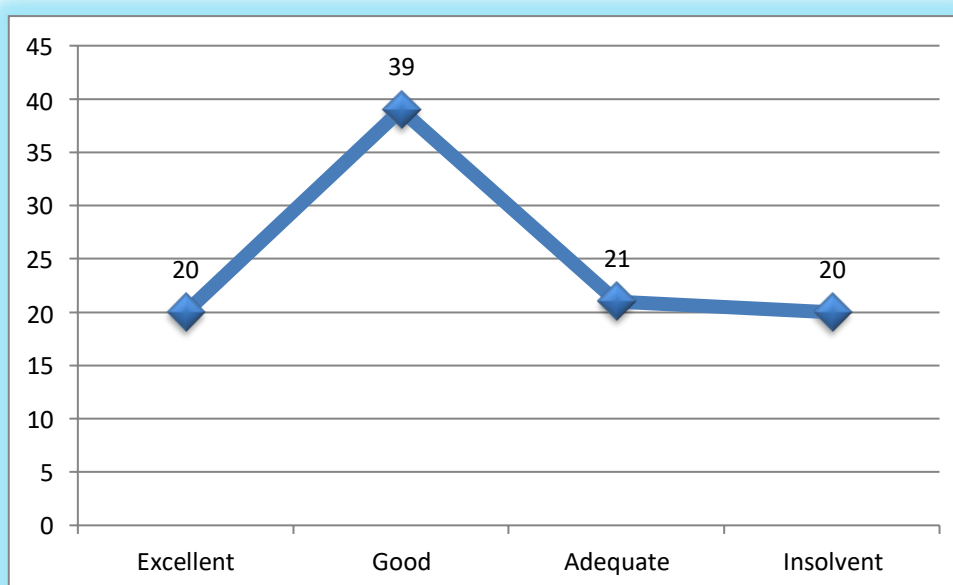
**Table No: 4.19**

**Respondent's think about Royal Enfield Bikes Road grip**

<b>Particular</b>	<b>No of Respondents</b>	<b>Percentage</b>
Excellent	10	20
Good	19	39
Adequate	11	21
Insolvent	10	20
<b>Total</b>	<b>50</b>	<b>100%</b>

**Source: Field Survey**

**Chart No: 4.19**



**Interpretation**

The above table and chart states that, 20% of respondents belongs to Excellent, 39% of respondents opinions that the Royal Enfield Bike road grip is Good, 21% of respondents belongs to adequate and 20% of respondents belongs to Insolvent.

**A Study Consumer Satisfaction towards Royal Enfield Bikes with Special  
Reference to Apollo Enterprises, Shivamogga**

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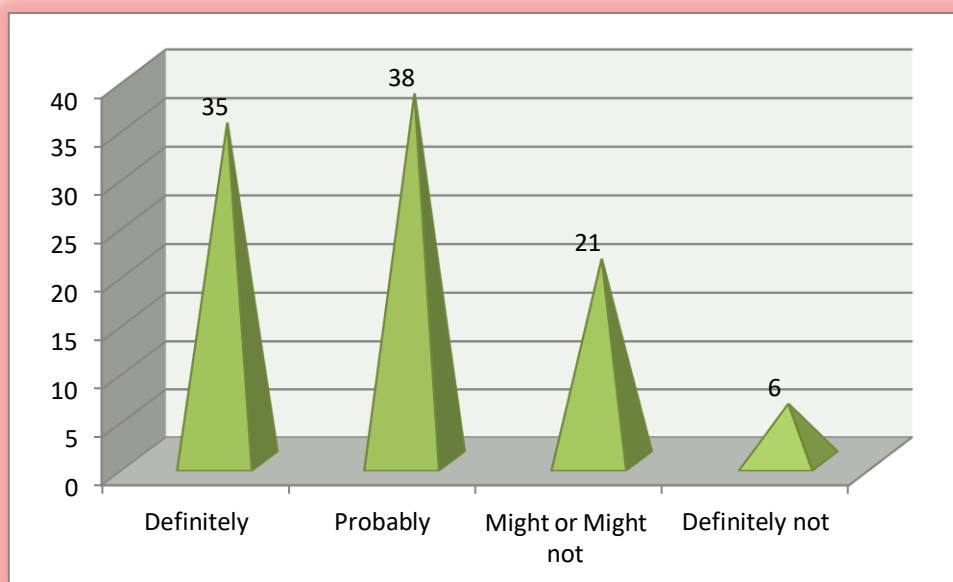
**Table No: 4.20**

**recommend buying Royal Enfield Bike to others**

<b>Particular</b>	<b>No of Respondents</b>	<b>Percentage</b>
Definitely	17	35
Probably	19	38
Might or Might not	11	21
Definitely not	3	6
<b>Total</b>	<b>50</b>	<b>100%</b>

**Source: Field Survey**

**Chart No: 4.20**



**Interpretation**

The above table and chart states that, 35% of respondents ready to recommend Royal Enfield bikes to others, 38% of respondents belongs to probably and 21% of respondents belongs to might or might not and 6% of respondents belongs to definitely not.

## **Chapter – 5**

### **Findings, Suggestions And Conclusions**

**Findings**

**Suggestions**

**Conclusion**

## **Findings, Suggestions And Conclusions**

### **Findings**

- Majority of the respondents are Male.
- Majority of the respondents are unmarried
- Majority of the respondents are in the age group of Below 20.
- Majority of the respondents Educational qualification Belongs to Graduation.
- Majority of the respondents are students.
- Majority of the respondents monthly income is belong to less than Rs. 10,000 per month
- Majority of the respondents are own two wheeler bike.
- Majority of the respondents are having Royal Enfield Bike.
- Majority of the respondents are aware of Royal Enfield Bike.
- Majority of the respondents are Having Royal Enfield Bullet.
- Majority of the respondents are come to know Royal Enfield through Friends & Relatives.
- Majority of the respondents come to know about Royal Enfield through Television Media.
- Majority of the respondents know about Royal Enfield Company from Three years.
- Majority of the respondents are having planned to buy the Royal Enfield bike in future.
- Majority of the respondents are prefer Continental GT Bike.
- Majority of the respondents think that Royal Enfield bike technology is Superb
- Majority of the respondents opinions that the Price of Royal Enfield bike is High.
- Majority of the respondents opinions that the Royal Enfield bike pickup is Good.

## **A Study Consumer Satisfaction towards Royal Enfield Bikes with Special Reference to Apollo Enterprises, Shivamogga**

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- Majority of the respondents opinions that the Royal Enfield Bike road grip is Good.
- Majority of the respondents ready to recommend Royal Enfield bikes to others,.

### **Suggestions**

- ✓ The price of Royal Enfield is very high when compared to competition. The company has will established can provide some gifts and discounts to the customers.
- ✓ The dealer is also required to provide discount on cash purchase.
- ✓ The company also tries to give certain offers to the dealer so as improve his efficiency in the selling the Royal Enfield products which other company also give to their dealer.
- ✓ As television as the common media for advertising frequent advertisement must be shown in local city cable.
- ✓ As the dealer has arranged the neon bulbs for advertising in the showroom in the same way.
- ✓ The company should provide the warranty for some parts like clutch plates mark.
- ✓ The dealer is promotional strategy should provide test rides in colleges and after some special gifts like diaries pens, bags etc.
- ✓ The dealer is required to maintain all colors of Royal Enfield Sport at all time & it is available to customer at right him.
- ✓ Give more advertisement in Shimoga City.
- ✓ To come with different color of the bikes with new modes.
- ✓ Royal Enfield Company should take of resale value of bike. Resale value is high compare to other bikes.
- ✓ All spares, accessories should be available at the service stations on proper time.
- ✓ To improve the design for wheels for a better road with and safety driving.

**A Study Consumer Satisfaction towards Royal Enfield Bikes with Special  
Reference to Apollo Enterprises, Shivamogga**

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**Suggest towards product:**

- New age styling for a stunning look.
- The new Royal Enfield exhibits international styling at its best. A part from a classy double tail lamp and masculine fuel tank.
- Mono suspensions for better stability and comfort.
- Body getting graphics and Sporty along wheels.

## **A Study Consumer Satisfaction towards Royal Enfield Bikes with Special Reference to Apollo Enterprises, Shivamogga**

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### **Conclusion**

A variety of two wheelers have entered into the two wheeler market. This has increased the competition. Because of competition, sales of two wheelers might have decreased. Therefore, the Enfield Company has to keep in mind the latest competition prevailing in the market while fixing the price of its two wheelers, particularly Royal Enfield Bike.

Because of Royal Enfield Company's belief in excellence in technology, it has achieved more than one million customer satisfaction within part of the years from its launch. No other India two-wheeler company has achieved its progress within such a short period.

As per the market research carried out by Enfield Company, it is found that it is the number one company in the two-wheeler segment. By considering all the findings, it is hoped that the company & dealer will sing a sweet song of profit's in future years.

## A Study Consumer Satisfaction towards Royal Enfield Bikes with Special Reference to Apollo Enterprises, Shivamogga

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