



## Customer satisfaction level towards royal Enfield bikes (with special reference to Coimbatore city)

SR Sony Mariya<sup>1</sup>, Dr. K Amutha<sup>2</sup>

<sup>1</sup> Department of Commerce, VLB Janakiammal College of Arts and Science, Coimbatore, Tamil Nadu, India

<sup>3</sup> Assistant Professor, Department of Commerce, VLB Janakiammal College of Arts and Science Coimbatore, Tamil Nadu, India

### Abstract

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

**Keywords:** customer preference, customer satisfaction, buying behavior

### Introduction

Royal Enfield Bike was the oldest Motor cycle in India which is still in market. The Royal Enfield Bikes are licensed from the Madras Motors in Chennai. Royal Enfield collaborated with the Eicher Group, an automotive company in India, and merged with it in 1994. Eicher Group manufactured the Royal Enfield Bullet and single cylinder motorcycles. The first bike was manufactured in 1901 has passed more than 75 years production. The Eicher started producing several models in India such as Royal Enfield classic 350, Royal Enfield Bullet 350, Royal Enfield Thunderbird 350x, Royal Enfield Himalayan, Royal Enfield Bullet 500, Royal Enfield classic 500, Royal Enfield thunderbird 350, Royal Enfield thunderbird 500x, Royal Enfield thunderbird 500, Royal Enfield continental GT 650, Royal Enfield Interceptor 650.

### Objectives of this study

- To know the demographic profile of the customers.
- To know the customer satisfaction level in Royal Enfield bikes in Coimbatore city.
- To analyze the factors influencing the customers and the customer preference for the Royal Enfield Bike.

### Statement of the problem

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

### Scope of The study

The Scope of the study focuses on two wheeler with brand preference to Royal Enfield bikes. This study is conducted

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

### Method of Data Collection

#### Primary data

Primary data are collected from the users by researcher.

- Data collected from the user of Royal Enfield Bike.
- Primary data are collected through questionnaires

#### Secondary data

- Secondary data are collected from the newspaper, Magazines and Internet.

### Sampling Method

Convenient Sampling method is used for this analysis.

### Review of Literature

1. Anderson, Fornell and Mazvanchery, 2004 <sup>[12]</sup>. Regardless of the way that is over the top to produce satisfied and stable fast customers however that would show beneficial in a long continue running for a firm.
2. Gustafson, Johnson and Roos, 2005 <sup>[3]</sup>. Thusly a firm should focus on the improvement of organization value and indict suitable workable expense of a particular complete objective to fulfill their customers which would finally help the firm to grip its customers.
3. Eshghi, Haughton and Topi 2007 <sup>[1]</sup>. Purchaser loyalty makes the customers loyal to vehicles industries. Previous researchers have originate that fulfillments can help the brand the customer creativeness to purchase create long and profitable relationship with their customers.

**Simple Percentage Analysis**

**Table 1**

Demographic Factors	Factors	No. of Respondents	Percentage (%)
Age	18 to 28 years	18	60
	29 to 39 years	05	17
	40 to 50 years	07	23
Gender	Male	30	100
Marital Status	Single	23	77
	Married	07	23
Educational Qualification	Uneducated	02	06
	Graduation	17	57
	Post – Graduation	05	17
	Others	06	20
Size of the Family	Less than 3 members	13	43
	3-5 members	16	54
	More than 5 members	01	03
Occupation	Owner	04	13
	Business	07	23
	Professional	03	10
	Student	16	54
Monthly Income	Upto 20000	07	23
	20001 to 30000	20	67
	30001 to 40000	03	10

**Interpretation**

The above table clearly explains about 60% of respondents are between 18 to 28 years of Age, 17% of respondents are between 29 to 39 years, 23% of respondents are between 40 to 50 years, 100% of respondents are Male, 77% of respondents are unmarried, 23% of respondents are married, 06% of respondents are uneducated, 57% of respondents are Graduation, 17% of respondents are Post – Graduation, 20% of respondents are others, 43% of respondents are living the family of Less than 3 members, 54% of respondents are living the family of 3-5 members, 03% respondents are more than 5 members, 13% of respondents are owner, 23% of respondents are business, 10% of respondents are having professional, 54% of respondents are students. 23% of respondents are having up to 20,000, 67% of respondents are 20001 to 30000, 10% of respondents are having 30,001 to 40,000 Monthly Income.

**Chi – square**

Chi – square is a statistical test that can be used to define whether perceived frequencies are significantly altered from expected frequencies based on the conclusion of the chi square test we will also reject or fail to reject the null hypothesis.

**Null Hypothesis (H0)**

There is no significance difference between model of Royal Enfield bike and Age.

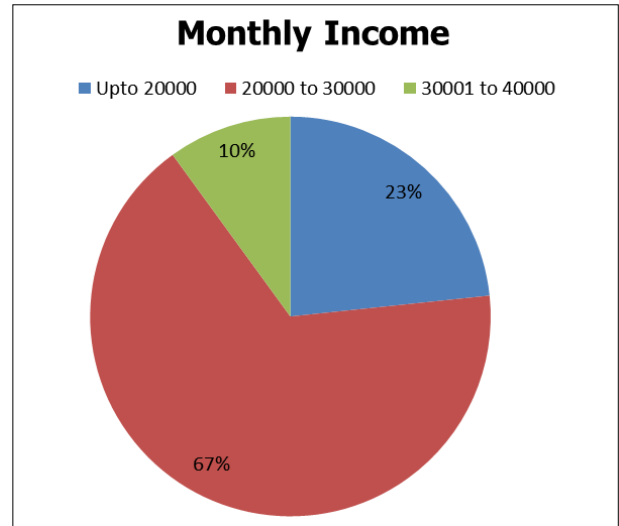
**Alternative Null Hypothesis (H1)**

There is significance difference between model of Royal Enfield bike and Age

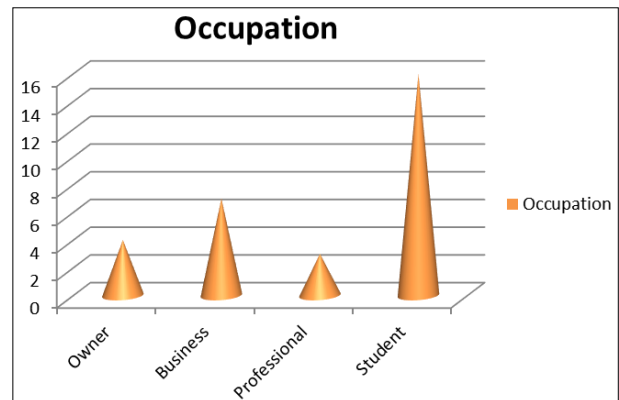
**Table 2**

Chi-Square	Value	Df	Asymp. Sig. (2-sided)
Pearson Chi-Square	13.675 <sup>a</sup>	8	.091
Likelihood Ratio	15.008	8	.059
Linear-by-Linear Association	3.200	1	.074
N of Valid Cases	30		

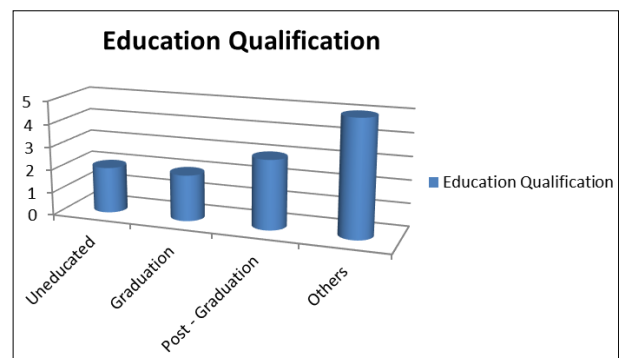
a. 14 cells (93.3%) have expected count less than 5. The minimum expected count is .17.



**Fig 1**



**Fig 2**



**Fig 3**

### **Findings**

60% of respondents are between 18 to 28 years of Age, 100% of respondents are Male, 77% of respondents are unmarried, 57% of respondents are Graduation, 54% of respondents are living the family of 3-5 members, 54% of respondents are students, 67% of respondents are 20001 to 30000, 57% of respondents are having Model of Royal Enfield classic 350, 70% of respondents are buying this bike for their own decision, 47% of respondents are buying this bike for company image, 97% of respondents are using bike upto 2 years, 100% of respondents are feel mileage of bike 35-45 kms per liter petrol, 70% of respondents are satisfied with their mileage, 100% of respondents are satisfied with Royal Enfield Bike.

### **Suggestions**

- Royal Enfield should be aware that the consumers are satisfied with the performance with which there is a scope the company can gain more brand value compared with other bikes.
- The company must periodically improve their factors like, mileage, model, comfortable, price, colour, they must add new specialties to which is their customers expects in their Royal Enfield bikes.

### **Conclusion**

Royal Enfield bike is the most preferred bike in Coimbatore City. Customer satisfaction is one of the most important factors of every business. This study explains the customer's satisfaction level in Royal Enfield bike and the research is overviewed about the customer's loyalty in this bike in Coimbatore city. The two wheeler users are very huge in Coimbatore especially the youngsters are most admirable by Royal Enfield. They highly satisfied by company image, model and comfortable.

### **References**

1. Customer satisfaction toward bike of Royal Enfield in Moradabad City. (Eshghi, Haughton and Topi 2007) - [www.essay.uk.com/essays/business/consumer-satisfaction-toward-bike-royal-enfield-moradabad city](http://www.essay.uk.com/essays/business/consumer-satisfaction-toward-bike-royal-enfield-moradabad-city).
2. Customer satisfaction toward bike of Royal Enfield in Moradabad City. (Anderson, Fornell and Mazvancheryl, 2004. [www.essay.uk.com/essays/business/consumer-satisfaction-toward-bike-royal-enfield-moradabad city](http://www.essay.uk.com/essays/business/consumer-satisfaction-toward-bike-royal-enfield-moradabad-city).
3. Customer satisfaction toward bike of Royal Enfield in Moradabad City. (Gustafson, Johnson and Roos, 2005) - [www.essay.uk.com/essays/business/consumer-satisfaction-toward-bike-royal-enfield-moradabad city](http://www.essay.uk.com/essays/business/consumer-satisfaction-toward-bike-royal-enfield-moradabad-city).