

Consumer Satisfaction Towards Royal Enfield Bike

M. P. Kumaran¹, M. Yaswanth^{2*}

¹Assistant Professor, Department of Commerce, Dr. N.G.P. Arts and Science College, Coimbatore, India

²Student, Department of Commerce, Dr. N.G.P. Arts and Science College, Coimbatore, India

Abstract: Bikes are one of the most ubiquitous forms of transportation in the world. Most remember their first bike ride; with it came the chance to explore their world with more freedom than ever before. Wind in hair and feet on the pedals, a man has several good reasons to climb on and take a trip. Much of the world uses bikes as a primary form of daily transportation. The craze of motorbikes among youth is increasing day by day because of some features like convenient and comfortable riding over bumpy roads, easy maintenance and fuel efficiency.

Keywords: Consumer satisfaction, Royal Enfield bike.

1. Introduction

Royal Enfield was the brand name under which the Enfield Cycle Company founded in 1893 manufactured motorcycles, bicycles, lawnmowers and stationary engines. The first Royal Enfield motorcycle was built in 1901; the original British concern was defunct by 1970. The Enfield Cycle Company is responsible for the design and original production of the Royal Enfield Bullet, the longest-lived motorcycle design in history. The Enfield Cycle Company began business making parts for the Enfield rifle. This legacy is reflected in the company logo, a cannon, and their motto, "Made Like a Gun and Goes Like a Bullet".

A. Statement of the Problem

Royal Enfield a company which came into the country some time back in past, and now which holds a very important position. The common problem faced by it is lower mileage issues. It a known fact that the various models which are there in the market like Royal Enfield Classic Chrome or Royal Enfield Classic 500 provides a much lower average. The other major issue is the engine oil/gear box oil leaks in old models CI engines and vibrations. If rider tries accelerating too quickly the vibrations get terrible and the bike hits to false neutral.

B. Scope of Study

This study will help to evaluate the present position of Royal Enfield among the existing customers. The study helps to identify the important reason why youngsters do likes Royal Enfield, which is the most important feature of Royal Enfield, in which way customers need modification on existing models, how is the level of customer acceptance in the areas of product and services. And also, is there any kind of dissatisfaction in

mind of existing customers and the reason for their dissatisfaction, etc.

C. Objectives

- To evaluate the attitude of young generation towards Royal Enfield.
- To identify the factors influencing in selection of Royal Enfield.
- To study the significant relationship between monthly income and maintenance cost of Royal Enfield.
- To examine satisfaction level of respondents on various features of Royal Enfield.

D. Limitations

This research is geographically restricted to Coimbatore city only. Hence the result cannot be extrapolated to other places. The study is restricted only to the organized sector of two-wheeler industry. Sample size was confined to 100 respondents keeping in vies of time and cost constraints.

2. Review of Literature

Monica and Vishal (2014) in the article "Factors Influencing Consumer Buying Behavior towards Bikes among Indian Youth" A Study" have identified different factors of consumer buying behavior in purchasing bikes and their preferences. The factors which find out from the study were- sitting & service comfort, price, maintenance, fuel efficiency and Performance & style.

Gordon Fullerton (2006), "Putting relationship in CRM", that automobile, a division of Daimler Chrysler Automobile Company, has served a classic example of CRM program that provides a considerable value to both the customers and the firm by developing a program 8 exclusively for jeep owners and fostered a community that is highly effectively committed to the product, the brand and the customers

3. Research Methodology

Research is an original contribution to the existing stock of knowledge making for its advancement. It is the pursuit of truth with the help of study, observation, comparison and experiment. In short, the search of knowledge through objective and systematic method of finding solution to a problem is

*Corresponding author: abia18131@gmail.com

research. The systematic approach concerning generalization and the formulation of a theory is also research.

4. Data Analysis and Interpretation

The data collected for the study was analyzed with suitable statistical tools. The statistical tools that are used in the study are as follows,

- Simple Percentage analysis
- Weighted analysis
- Rank analysis

A. Simple Percentage Analysis

Table 1
Attraction of Bike

S.No.	Attraction of Bike	No.of Responses	Percentage
1	Style & Power	43	29
2	Passion	32	21
3	Brand Name	46	31
4	Appearance	29	19
TOTAL		150	100

Interpretation:

From the table 1, it is ascertained that 29% of the respondents had purchased Royal Enfield for style and Power, 21% of the respondents had purchased Royal Enfield on passion, 31% of the respondents had purchased Royal Enfield for its brand name and 19% of the respondents had purchased Royal Enfield for its appearance.

Weighted analysis:

Interpretation:

From the table 2, the weighted average score has been carried out in this study to know the overall satisfaction level of respondents on the features of Royal Enfield. In the table 2, ignition has been with the highest mean score 4.33; disc brakes have been with the mean score 4.12; pickup has been with the score 3.84; fuel efficiency has been with the mean score 3.7.

Rank analysis:

Interpretation:

The table 3 shows that most of the respondents said that their Thunderbird 500 was Excellent, Thunderbird 350 was Good, Classic 500 was Excellent, Classic 350 was Excellent, Bullet 500 was Excellent, Bullet 350 was Excellent, Bullet Extra was

Good and Continental GT was Excellent. The Highest Mean Score is 4.32, the respondents said that their Continental GT was Highly increased.

5. Findings, Suggestion and Conclusion

Simple Percentage Analysis:

Majority (31%) of the respondents has purchased Royal Enfield for style & power.

Weighted Analysis:

The respondents derive maximum satisfaction from the feature Ignition which has been ranked first with the highest score; Disc brake has been ranked second; Pickup Range of products has been ranked third; Fuel efficiency with the least score has been ranked fourth

Rank Analysis:

The respondents who use Royal Enfield mostly prefer Continental GT model which has been ranked first; Thunderbird 500 has been ranked as second preferred model; Bullet 500 has been ranked third preferred model; Thunderbird 350 has been ranked fourth preferred model; Classic 350 has been ranked fifth preferred model; Classic 500 has been ranked sixth preferred model; Bullet Electra has been ranked seventh preferred model and has been ranked eighth preferred model.

A. Suggestions

- Royal Enfield has been esteemed as a symbol of love/passion which is proves that the respondents are solely connected to it.
- The sound is the specialty of Royal Enfield when compared to other bikes.
- One fourth of the respondents conceive that the spare parts are not readily available. This will affect the sales of Royal Enfield and also leads to customer's dissatisfaction. Hence appropriate measures to be taken to overcome the spare parts problem.

6. Conclusion

The younger generation and middle age are more interested in Royal Enfield, the buying behaviors governed predominantly

Table 2

Satisfaction level features of "Royal Enfield"

Particulars	Excellent(1)	Good(2)	Average(3)	Below Average(4)	Not Satisfied(5)	Total	MeanScore	Rank
Factors	1(5)	2(4)	3(3)	4(2)	5(1)			
Ignition	88 (440)	34 (136)	19 (57)	8 (16)	1 (1)	150 (650)	4.33	I
Disc brakes	50 (250)	74 (296)	22 (66)	3 (6)	1 (1)	150 (619)	4.12	II
Pickup	49 (245)	40 (160)	52 (156)	7 (14)	2 (2)	150 (577)	3.84	III
Fuel efficiency	50 (250)	43 (172)	24 (72)	30 (60)	3 (3)	150 (557)	3.71	IV

Table 3

Models of Royal Enfield

Particulars	Excellent	Good	Average	Below Average	Not Satisfied	Total	MeanScore	Rank
Factors	1(5)	2(4)	3(3)	4(2)	5(1)			
Thunderbird 500	82 (410)	31 (124)	27 (81)	8 (16)	2 (2)	150 (633)	4.22	II
Thunderbird 350	45 (225)	76 (304)	20 (60)	9 (18)	0 (0)	150 (607)	4.04	IV
Classic 500	55 (275)	41 (164)	45 (135)	8 (16)	1 (1)	150 (591)	3.94	VI
Classic 350	58 (290)	48 (192)	27 (81)	17 (34)	0 (0)	150 (597)	3.98	V
Bullet 500	57 (285)	48 (192)	31 (111)	9 (18)	5 (5)	150 (611)	4.07	III
Bullet 350	55 (275)	55 (220)	27 (81)	9 (18)	4 (4)	150 (598)	3.98	V
Bullet Electra	41 (205)	55 (220)	40 (120)	9 (18)	5 (5)	150 (568)	3.78	VII
Continental GT	61 (305)	50 (200)	24 (120)	9 (18)	6 (6)	150 (649)	4.32	I

by the need for Power and respect for the iconic Brand. Most of the customers are attracted to newly released Classic 350cc and 500cc, also customers are easily affording the price of Royal Enfield bikes and customers are very loyal towards the brand Royal Enfield.

References

- [1] Amrit Raj, Indian Icon-A Cult Called Royal Enfield.
- [2] Greg Pullen, Royal Enfield - A Complete History.
- [3] Floyd Clymer, The Second Book of the Royal Enfield.
- [4] W. C. Haycraft, Royal Enfield Single & V. Twins (1937–1953).
- [5] R. E. Ryder, Royal Enfield (1934–1946).