

RESEARCH PROJECT REPORT

ON

**“A STUDY ON CUSTOMER SATISFACTION TOWARDS ROYAL
ENFIELD BIKES, DELHI-NCR”**

Submitted in partial fulfillment of the requirements
for the award of B.com (Hons)

Submitted By

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DECLARATION

This is to declare that this Research Project report on "A STUDY ON CUSTOMER SATISFACTION TOWARDS ROYAL ENFIELD BIKES, DELHI-NCR" is a record of genuine work done by me under the guidance of Prof Nitin Huria, in the partial fulfillment of the requirement of Bcom (HONS)

I declare that this Research project report is original and not submitted to any other university before.

Signature of the Student:

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INTRODUCTION TO MARKETING

Marketing is the process of performing public opinion research, selling products and/or services to customers and promoting them via advertising to further enhance sales. It generates the strategy that underlies sales techniques, business communication, and business developments. It is an integrated process through which companies build strong customer relationships and create value for their customers and for themselves.

Marketing is used to identify the customer, to satisfy the customer, and to keep the customer. With the customer as the focus of its activities, it can be concluded that marketing management is one of the major components of business management. Marketing evolved to meet the stasis in developing new markets caused by mature markets and overcapacities in the last 2-3 centuries. The adoption of marketing strategies requires businesses to shift their focus from production to the perceived needs and wants of their

customers as the means of staying profitable.

The term marketing concept holds that achieving organizational goals depends on knowing the needs and wants of target markets and delivering the desired satisfactions. It proposes that in order to satisfy its organizational objectives, an organization should anticipate the needs and wants of consumers and satisfy these more effectively than competitors.

An orientation, in the marketing context, related to a perception or attitude a firm holds towards its product or service, essentially concerning consumers and end-users. Throughout history, marketing has changed considerably in time with consumer tastes.

Contemporary approaches

Recent approaches in marketing include relationship marketing with focus on the customer, business marketing or industrial marketing with focus on an organization or institution and social marketing with focus on benefits to society. New forms of marketing also use the internet and are therefore called internet marketing or more generally e-marketing, online marketing, search engine marketing, desktop advertising or affiliate marketing. It attempts to perfect the segmentation strategy used in traditional marketing.

Customer orientation

A firm in the market economy survives by producing goods that persons are willing and able to buy. Consequently, ascertaining consumer demand is vital for a firm's future viability and even existence as a going concern. Many companies today have a customer focus (or market orientation). This implies that the company focuses its activities and products on consumer demands. Generally, there are three ways of doing this: the customer-driven approach, the market change identification approach and the product innovation approach.

In the consumer-driven approach, consumer wants are the drivers of all strategic marketing decisions. No strategy is pursued until it passes the test of consumer research. Every aspect of a market offering, including the nature of the product itself, is driven by the needs of potential consumers. The starting point is always the consumer. The rationale for this approach is that there is no reason to spend R&D funds developing products that people will not buy. History attests to many products that were commercial failures in spite of being technological breakthroughs.

A formal approach to this customer-focused marketing is known as

SIVA (Solution, Information, Value and Access). This system is basically the four Ps renamed and reworded to provide a customer focus. The SIVA Model provides a demand/customer-centric alternative to the well-known 4Ps supply side model (product, price, placement, promotion) of marketing management.

Product → Solution

Price → Value

Place → Access

Promotion → Information

If any of the 4Ps were problematic or were not in the marketing factor of the business, the business could be in trouble and so other companies may appear in the surroundings of the company, so the consumer demand on its products will decrease.

Organizational orientation

In this sense, a firm's marketing department is often seen as of prime importance within the functional level of an organization. Information from an organization's marketing department would be used to guide the actions of other departments within the firm. As an example, a marketing department could ascertain (via marketing

research) that consumers desired a new type of product, or a new usage for an existing product. With this in mind, the marketing department would inform the R&D department to create a prototype of a product/service based on consumers' new desires.

The production department would then start to manufacture the product, while the marketing department would focus on the promotion, distribution, pricing, etc. of the product. Additionally, a firm's finance department would be consulted, with respect to securing appropriate funding for the development, production and promotion of the product. Inter-departmental conflicts may occur, should a firm adhere to the marketing orientation. Production may oppose the installation, support and servicing of new capital stock, which may be needed to manufacture a new product. Finance may oppose the required capital expenditure, since it could undermine a healthy cash flow for the organization.

Market segmentation

Market segmentation pertains to the division of a market of consumers into persons with similar needs and wants. For instance, Kellogg's cereals, Fro sites are marketed to children. Crunchy Nut Cornflakes are marketed to adults. Both goods denote

two products which are marketed to two distinct groups of persons, both with similar needs, traits, and wants. Market segmentation allows for a better allocation of a firm's finite resources. A firm only possesses a certain amount of resources. Accordingly, it must make choices (and incur the related costs) in servicing specific groups of consumers. In this way, the diversified tastes of contemporary Western consumers can be served better.

Primary research is often expensive to prepare, collect and interpret from data to information. Nevertheless, while secondary research is relatively inexpensive, it often can become outdated and outmoded, given that it is used for a purpose other than the one for which it was intended. Primary research can also be broken down into quantitative research and qualitative research, which, as the terms suggest, pertain to numerical and non-numerical research methods and techniques, respectively. The appropriateness of each mode of research depends on whether data can be quantified (quantitative research), or whether subjective, non-numeric or abstract concepts are required to be studied (qualitative research).

There also exist additional modes of marketing research, which are:

- Exploratory research, pertaining to research that investigates

an assumption.

- Descriptive research, which, as the term suggests, describes "what is".
- Predictive research, meaning research conducted to predict a future occurrence.
- Conclusive research, for the purpose of deriving a conclusion via a research process.

Promotion (marketing)

Promotion is one of the four elements of marketing mix (product, price, promotion, distribution). It is the communication link between sellers and buyers for the purpose of influencing, informing, or persuading a potential buyer's purchasing decision. Fundamentally, however there are three basic objectives of promotion. These are:

1. To present information to consumers as well as others
2. To increase demand
3. To differentiate a product.

Marketing strategy

The field of marketing strategy encompasses the strategy involved in the management of a given product. A given firm may hold numerous products in the marketplace, spanning numerous and

sometimes wholly unrelated industries. Accordingly, a plan is required in order to effectively manage such products. For example, a start-up car manufacturing firm would face little success should it attempt to rival Toyota, Ford, Nissan, Chevrolet, or any other large global car maker. Moreover, a product may be reaching the end of its life-cycle. Thus, the issue of divest, or a ceasing of production, may be made.

CUSTOMER SATISFACTION IN 3 STEPS

1. Encourage Face-to-Face Dealings

This is the most daunting and downright scary part of interacting with a customer. If you're not used to this sort of thing it can be a pretty nerve-wracking experience. Rest assured, though, it does get easier over time. It's important to meet your customers face to face at least once or even twice during the course of a project.

2. Respond to Messages Promptly & Keep Your Clients Informed

This goes without saying really. We all know how annoying it is to wait days for a response to an email or phone call. It might not always be practical to deal with all customers' queries within the space of a few hours, but at least email or call

them back and let them know you've received their message and you'll contact them about it as soon as possible. Even if you're not able to solve a problem right away, let the customer know you're working on it.

3. Be Friendly and Approachable

A fellow Site Pointer once told me that you can hear a smile through the phone. This is very true. It's very important to be friendly, courteous and to make your clients feel like you're their friend and you're there to help them out. There will be times when you want to beat your clients over the head repeatedly with a blunt object - it happens to all of us. It's vital that you keep a clear head, respond to your clients' wishes as best you can, and at all times remain polite and courteous.

CUSTOMER LOYALTY

Obtaining a thorough understanding of customer loyalty is a prerequisite for the execution of the research at hand. For that, the development of customer loyalty research within the framework of relationship marketing will be presented first, before different customer loyalty concepts will be introduced. From these concepts, a definition of customer loyalty for use in this study will be derived, before both consequences and antecedents of customer loyalty will be portrayed.

Since the beginning of the 1990s, customer loyalty has gained importance both in relationship marketing research and in business. In business, this can be attributed to changing market- and competition-environments. Due to a shift from a sellers' to a buyers' market and because of an increasing degree of globalization, most industries find themselves confronted with new challenges. In a first phase, firms tried to face these challenges by focusing on their internal processes and organizational structures, trying to achieve cost reductions by concentrating on internal improvements. A second phase of external focus followed, where firms directed attention to their customers, trying to retain existing ones and to win over new ones (churning). Since "acquiring new customers is much more expensive than keeping them". And "loyal customers are the bedrock of any business". A loyal customer base represents a barrier to entry, a basis for a price premium, time to respond to competitor innovations, and a bulwark against deleterious price competition. Loyalty is critical to brand volume, is highly correlated to market share, and can be used as the basis of predicting future market share; consequently, understanding loyalty appears critical to any meaningful analysis of marketing strategy.

In marketing research, two trends mark the development of customer loyalty. While individual transactions initially were in the

center of marketing research, the focus shifted towards analyzing relationships states that the 'traditional' marketing concept of the marketing mix with its '4 Ps', developed in the middle of the last century, had been the established approach until the 1990s.

This approach, how-ever, focuses solely on transactions, a deficit tackled by the relationship marketing approach. At the core of it is the study of relationships between buyers and sellers of goods or services, in contrast to merely examining transactions. An often cited and comprehensive definition of relationship marketing is provided "Relationship marketing refers to all marketing activities directed toward establishing, developing, and maintaining successful relational exchanges." Therefore, the relationship marketing approach pro-vides a suitable environment in which customer loyalty research can be nested.

While the development of relationship marketing began in the early 1970s, it was not until the late 1980s that works from the 'Nordic School of Services'. Initiated a paradigm shift that geared marketing towards the creation,

Behaviorist customer loyalty concepts

Behaviorist concepts of customer loyalty have been at the core of early marketing research and focus on customers'

observable behavior, as e.g. in purchasing behavior. Accordingly, customer loyalty is established, when customers demonstrate consistency in their choice of supplier or brand. "Hard-core" loyalty, when one product alternative is exclusively repurchased and of "reinforcing" loyalty, when customers switch among brands but repeat-purchase one or more alternatives to a significant extent. Similarly, customer loyalty as "the proportion of times a purchaser chooses the same product or service in a specific category compared to the total number of purchases made by the purchaser in that category". Pegging customer loyalty to purchasing behavior, however, is very critical; there can be a multitude of factors affecting purchasing behavior, such as product availability or special deals, which are not grasped by looking at purchases alone. A main deficit of the behaviorist approach thus is that it does not look at the drivers' behind purchasing behavior. Another disadvantage of behaviorist customer loyalty concepts is their ex-post approach. When loyalty is only expressed through purchases, information on customers' actual loyalty status in between purchases is not available. Consequently, decreasing loyalty is only recognized after it manifests itself through changed purchasing behavior. Only in relationships with frequent interaction can a supplier integrate further aspects, such as complaints, into

customer loyalty management. The reason, why behaviorist concepts may still

Procedural Quality

- ease of ordering
- accurate fulfillment
- inventory meets needs
- on time delivery
- environmentally friendly packing
- packaged to prevent damage in shipment
- ease of tracking
- appropriate adjustment/return policy
- order-through-delivery process bests competition

Relationship Quality

- product knowledgeable contacts
- knowledgeable about client needs
- communicates at client knowledge level
- one-stop problem resolution
- problems solved at the root cause
- legendary customer service benchmarks

competition

The tailored Programs provide direct, statistically valid, comparison

data of you to your competition on the following actionable areas:

TABLE SHOWING KEY FACTORS FOR CUSTOMER SATISFACTION

COMPANY FUNCTION	QUALITY FACTORS
Sales	Product Knowledge
Marketing	Brochure detail Mailing frequently
Distribution	Order Delivery time Order Completeness
After Sales	Time Problem Response Time to Resolve
Accounts	Accuracy Problem Response Courtesy

CUSTOMER CARE AND SALES PROCESSES

Service organizations are particularly dependent on levels of customer care, as the 'people' element in the marketing mix reflects. Customer care can play an equally important role, however, in manufacturing, production and other organizations providing goods and services. For customer care programs to be successful they need to span the entire organization. Popular guarantees 100% customer satisfaction and has, over the years, developed a more conscientious approach to individual customers. There is Customer care training provided. Though this may initially be a very lengthy process as the ball starts rolling through all sectors of the organization and costs will grow too, as further investment is required to update and maintain the initiative in the future. To provide an effective customer care services, every employee is highly motivated. There are frequent internal newsletters circulated which strengthens the bond throughout the organization. Frequent performance appraisal throughout the organization is conducted to evaluate the employees and provide career developmental

opportunities to potential employees. The customer care program at Popular mainly have six main stages, as follows:

1. **Objectives setting:** For every month, target sales will be fixed by the Sales Manager at the showroom.
2. **Current situation analysis:** Present industrial trend is observed closely and various promotional offers are introduced to boost sales if there is a chance for a slump in sales. Also, a customer service audit is conducted both internally and externally. Monthly sales targets fixed by the Sales Manager.
3. **Strategy development:** Develop a strategy for raising levels of both customer service and sales from the current to the desired standard based upon any change in trends and the economic conditions prevailing. Each region is divided into 4 zones. Each zonal level will be under the charge of a supervisor under whom there are four sales executives. It is the duty of these sales executives to generate on field enquiries and to follow up the customers based on the appointment fixed.

HANDLING CUSTOMER COMPLAINTS

A complaint is any measure of dissatisfaction with your product or service, even if it's unfair, untrue, or painful to hear! Complaints may be about:

- Service Content, Delivery or Quality
- Response Time
- Documentation
 - Personnel
 - Billing

Communication

- Follow Up
 - Requests

This is a customer complaint resolution process that anyone can implement:

✓ **Focus on the Customer**

If you can't immediately solve the problem, respond to the customer and identify an "owner" who will be responsible for final resolution. Complete the communications loop with customer. If you've referred the complaint to others, make sure there's closure. If you've left the customer hanging without a response, you've

become part of the problem.

✓ **Focus on the Complaint**

Collect all complaints from all external customers and categorize them in a way that allows you to analyze data to see trends, patterns, concentrations, tendencies, etc.

✓ **Focus on Process Improvement**

Use the database of complaints to define processes that are important from the customer's perspective and to improve the most critical ones. Based on analysis of the database, make appropriate investments to prevent issues that result in customer complaints. If you can think of complaints as useful data for making process improvements in your organization, you will go a long way towards making changes that will differentiate you and make your work life easier, more fun, and more responsive to customer needs.

SIX STEPS TO DEALING WITH DIS-SATISFIED CUSTOMERS

1. Listen carefully to what the customer has to say, and let them finish-Don't get defensive. The customer is not attacking you personally; he or she has a problem and is upset. Repeat back

what you are hearing to show that you have listened.

2. Ask questions in a caring and concerned manner-The more information you can get from the customer, the better you will understand his or her perspective. I've learned it's easier to ask questions than to jump to conclusions.

3. Put yourself in their shoes-As a business owner, your goal is to solve the problem, not argue. The customer needs to feel like you're on his or her side and that you empathize with the situation.

4. Apologize without blaming-When a customer senses that you are sincerely sorry, it usually diffuses the situation. Don't blame another person or department. Just say, "I'm sorry about that."

5. Ask the customer, "What would be an acceptable solution to you?"-Whether or not the customer knows what a good solution would be, I've found it's best to propose one or more solutions to alleviate his or her pain. Become a partner with the customer in solving the problem.

6. Solve the problem, or find someone who can solve it— quickly! Research indicates that customers prefer the person they are speaking with to instantly solve their problem. When complaints

are moved up the chain of command, they become more expensive to handle and only add to the customer's frustration.

INDUSTRY PROFILE

AUTOMOBILE INDUSTRY TILL DATE

The automobile industry is one of the biggest industries in the world. Being a major revenue and job generating sector it drives the economies of some of the superpowers of the world. In India the automobile industry has grown by leaps and bounds since the advent of the liberalization era the automobile industry and especially the two wheeler segment has grown by leaps and bounds.

The liberalization has done away with primitive and prohibitive practices of licensing and restricted foreign investment have been done away with. The result of which was the entry of foreign players into the Indian market. The two wheeler segment was largely dominated by Automobile Products of India (API) and Enfield in the 50s. Later on towards the end of the 50s Bajaj Autos began importing Vespa scooters from Italian company Piaggio. In the following decades the automobile industry in India was mainly dominated by scooters with API and later Bajaj dominating the market. There were very few products and choices

available as far as motorcycle is concerned and Enfield bullet and Rajdoot dominated the market. The 80s saw the entry of Japanese companies in the Indian market with the opening up of the market to foreign companies. Hero Honda and TVS Suzuki are companies formed in this era of market reform. The market was till predominantly scooter dominated and Bajaj and LML were the leading brands producing the products at that time.

Year against a total of 11,175,479 vehicles produced during the year. India emerged as Asia's fourth largest exporter of automobiles, behind Japan, South Korea and Thailand. India's automobile sector consists of the passenger cars and utility vehicles, commercial vehicle, two wheelers and tractors segment. The total market size of the auto sector in India is approximately Rs 540 billion and has been growing at around 8 percent per annum for the last few years. Since the last four to five years, the two wheelers segment has driven the overall volume growth on account of the spurt in the sales of motorcycles. However, lately the passenger cars and commercial vehicles segment has also seen a good growth due to high discounts, lower financing rates and a pickup in industrial activity respectively. Major automobile manufacturers in India include MarutiUdyog Ltd., General Motors India, Ford India Ltd., Eicher Motors, Bajaj Auto, Daewoo Motors India, Hero Honda

Motors, Hindustan Motors, Hyundai Motor India Ltd., Royal Enfield Motors, TVS Motors and Swaraj Mazda Ltd.

With the economy growing at 9% per annum and increasing purchasing power there has been a continuous increase in demand for automobiles. This, along with being the second largest populated country, makes the automobile industry in India a very promising one.

INDIAN TWO WHEELER MARKET

Ever since the old Lambretta scooter was replaced with the flurry of vibrant two wheeler models, Indian two wheeler industry has seen a phenomenal change in the way they perceive the Indian market. Two wheeler manufacturers are now competing in an ever growing consumer market by bringing out new products and features. The country has now grown into the second largest producer of two wheelers in the world. Currently there are around 10 two-wheeler manufacturers in the country, and they are Bajaj, Hero, Hero Honda, Honda, Mahindra/Kinetic, Royal Enfield, Suzuki, TVS, and Yamaha. There have been various reasons behind this growth. Because of poor public transport system, the citizens found convenience in two wheelers. Added to this is the fact that the average Indian still does not have the purchasing capacity for

a more expensive, four wheeler. The story of Mr.Ratan Tata inspired by a family of four members travelling in Indian roads, not concerned about safety and the evolution of the idea of TATA Nano has been quite famous globally. The Indian two wheeler industries can be divided into motorcycles, scooters and mopeds. The consumer has changed his preference from mopeds to scooters and then to motorcycles. The trends seen in the past few years include females increasingly using two-wheelers for their personal commutation and various two wheeler manufacturers designing vehicles specially to cater to needs of this segment. One of the earliest revolutions in this industry was Kinetic's introduction of the concept of electronic/self-start and automatic gears which made two wheelers comfortable and useable by women, when compared to old Bajaj Chetak advertisements which showed middle aged females riding a Bajaj Chetak scooter.

A recent trend in the industry has been electric vehicles, which mostly leverage on their eco-friendliness and low operating costs, but is still not accepted well due to the lack of reputation of the manufacturers and lack of trust on technology, which is still being perceived in the nascent stages, especially battery and inverters which prove to be very expensive components. TVS recently leveraged this opportunity by launching a hybrid model of their non

geared scooter – TVS Scooty. The end of the last decade saw Bajaj taking a radical decision to do away with the Scooter range and completely concentrate on motorcycles, especially stating change in customer's preference as the main reason. The customers are left without a choice in most cases than to migrate from the traditional scooters of the Indian family to the all youthful bikes.

TOP EXPORT DESTINATIONS

The Indian Automobile industry has attained new heights in the last ten years. It has seen the vehicle production growing rapidly and industry has been making significant contribution to the employment, directly and indirectly, and also to kitty of indirect taxes. Today, all major OEMs are in India and many of them have made India a hub for their small cars and exports.

In December 2006, Government had formulated a ten-year

Automotive Mission Plan with an aim to achieve domestic vehicle market of \$82-119bn by 2016 and \$12bn export of vehicles. It also aimed at making India 7th largest vehicle producing country in the world by 2016. And, we have already achieved this milestone in 2010, which is good six years ahead of the target.

- In this category, SAARC countries have been one of the key destinations for Indian exports with three of the SAARC countries, Sri Lanka, Bangladesh and Nepal featuring in the top 6 export destinations for Indian two wheelers segment. However, exports to Sri Lanka, which used to be the largest importer of two wheelers from India in 2006-07, have fallen by almost 20% since 2006-07 to reach a level of \$ 63mn of exports in 2009-10.
- The top most destinations for exports in this segment is Nigeria which imported two wheelers worth \$ 103mn in the year 2009-10 up from \$ 85mn in 2008-09, a growth of 21% approximate. In fact, Nigeria has emerged as one of the fastest growing destination for Indian two wheeler exports over past 4 years. India exported two wheelers worth merely \$ 6mn in Nigeria in 2006-07 which has grown by 15 times to reach an export level of \$ 103mn in 2009-10. Amongst the top 5

export destinations in this segment, Colombia experienced the highest increase in growth of imports from India in 2009-10. Exports of two wheelers to Colombia increased by 45% in 2009-10 over 2008-09.

FUTURE PROJECTIONS

- The Indian automobile industry is expected to grow to US\$ 40bn by 2015 from the current level of US\$ 10bn in 2009. By the year 2016 the industry is expected to contribute 10% of the nation's GDP. The industry manufactures over 11mn vehicles a year employing more than three million people.
- The greatest challenge and competition would be from the Chinese automobile industry. It has been able to give stiff competition to India in terms of productivity, cost of manufacturing and technology. Again the present trend of excess manufacturing capability, reduced margins put additional pressure on the industry.
- On the positive side, India's strength in software sector, combined with skilled labor and low cost of manufacturing should place it in a favorable position globally.
- Two wheeler industry gains more profit Considering the

scenario of traffic and roads in India, and the rate at which infrastructure is growing in comparison with the market, any fool will prefer to travel in a two wheeler (for regular use, not for picnic or time pass or once in a while trips). For the simple reason that, with a two wheeler, sneaking anywhere is far easier than a four wheeler. And definitely faster too. And then comes the bigger problem of parking. Two wheelers can be parked anywhere on the road, but that's not the case with a four wheeler. So, the whole point is unless there is some way where these two issues are addressed, I don't think anything significant is going to happen.

- It gives the optimistic view about the industry and the overall industry shows positive growths which recommend the investors to keep a good watch on the major's players to benefit in terms of returns on their investments.

RECENT TRENDS IN TWO WHEELER SECTOR

- The international trends suggest that the growth of the two-wheeler markets will continue unabated for some time. In value terms, the BRIC motorcycles market grew by 14.7% between 2006 and 2010 to reach a value of \$32.4 billion (Brazil alone growing by 32% pa). By 2013, the market is forecast to have a value of \$54.7 billion.
- The global motorcycle demand has been growing at 6-7% pa and is estimated to be about 80-85 million units per annum. India has emerged as one of the key players with a domestic market that is nearly about 11% of the global market and growing significantly faster. The high base implies that India and Indian companies are set to enter a stage where they are likely to be the preferred suppliers for motorcycles. This is likely to lead to further innovations and efficiency gains.
- Of course, the Indian market is significantly different with the segment below 150 cc being the dominant segment. This is unlike the developed world, where it is the larger bikes that dominate the market volumes. Indian consumption is also likely to shift significantly toward international trends, but in

the foreseeable future, it is the smaller bikes that will remain the mainstay.

CHAPTER 2

LITERATURE REVIEW

HISTORY OF THE COMPANY

Mid 19th century England The firm of George Townsend & Co. opened its doors in the tiny village of Hunt End, near the Worcestershire town of Redditch. The firm was specialized in sewing needles and machine parts. In the first flush of enterprise, flitting from one opportunity to another, they chanced upon the pedal-cycle trade. Little did they know then that it was the beginning of the making of a legend. Soon, George Townsend & Co. was manufacturing its own brand of bicycles. And in 1893 its products began to sport the name 'Enfield' under the entity Enfield Manufacturing Company Limited with the trademark 'Made Like a Gun'. The marquee was born.

The logo for Royal Enfield, featuring the word "ROYAL" in a smaller, red, serif font above the word "ENFIELD" in a larger, bold, red, serif font. The letters are outlined in black.

INDUSTRY	Motorcycles, Lawnmowers
SUCCESSOR	Royal Enfield Motors (formerly Enfield of India)
FOUNDED	1893, as Enfield Manufacturing Co. Ltd.

DEFUNCT

1971

HEADQUARTERS

Redditch, Worcestershire, England

KEY PEOPLE

Founders Albert Eadie and Robert Walker
Smith

PRODUCTS

Royal Enfield Clipper, Crusader, Bullet,
Interceptor.

Profile of the Organization

Royal Enfield is the makers of the famous Bullet brand in India. Established in 1955, Royal Enfield (India) is among the oldest bike companies. It stems from the British



manufacturer, Royal Enfield at Redditch. Royal Enfield has its headquarters at Chennai in India. Bullet bikes are famous for their power, stability and rugged looks. It started in India for the Indian Army 350cc bikes were imported in kits from the UK and assembled in Chennai. After a few years, on the insistence of Pandit Jawaharlal Nehru, the company started producing the bikes in India and added the 500cc Bullet to its line. Within no time, Bullet became popular in India.



Bullet became known for sheer power, matchless stability, and rugged looks.

It looked tailor-made for Indian roads.

Motorcyclists in the country dreamt

to drive it. It was particularly a favorite of the Army and Police personnel. In 1990, Royal Enfield ventured into collaboration with the Eicher Group, a leading automotive group in India, in 1990, and merged with it in 1994. Apart from bikes, Eicher Group is involved in the production and sales of Tractors, Commercial Vehicles, and Automotive Gears. Royal Enfield made continuously incorporating new technology and systems in its bikes. In 1996, when the Government of India imposed stringent norms for emission, Royal Enfield was the first motorcycle manufacturer to comply. It was among the few companies in India to obtain the WVTA (Whole Vehicle Type Approval) for meeting the European Community norms. Today, Royal Enfield is considered the oldest motorcycle model in the world still in production and Bullet is the longest production run model.

2010 AWARDS

The New Year saw the dawn of India's most prominent automotive show, the Auto Expo 2010. Held between January 5th and 11th at

the Pragati Maidan in New Delhi, the event saw more than 400 global brands showcasing new technology, products and show-off concepts.

Royal Enfield was also a part of the event, displaying the recently launched Royal Enfield Classic 500 EFI and the Royal Enfield Classic 350. The main stays of the Royal Enfield display were the soon to be launched variants of the Classic - the Royal Enfield Classic Chrome and the Royal Enfield Classic Battle Green.

The Expo turned out to be a rather rewarding experience for Royal Enfield with the Royal Enfield Classic and the Marketing team picking up as many as five awards.

Awards 2010:

- Apollo Auto India Awards 2010: Best Brand
- Zigwheels.com Viewers Choice Bike of the Year 2009
- Zigwheels.com Bike of the Year above 251cc
- NDTV Profit Car & Bike Awards 2010: Motorcycle of the Year above 250 cc.
- NDTV Profit Car & Bike awards 2010: Best PR Communications Team.



1891 A Little Trouble-Townsend got himself into a bit of financial trouble in about 1890 and called in some financiers from Birmingham. Unfortunately, they didn't quite see eye to eye. So Townsend parted ways with the financiers leaving the company to them. The financiers then brought in Albert Eadie and R.W. Smith. They took control of Townsend's in November 1891. The following year the firm was re-christened 'The Eadie Manufacturing Company Limited'. Soon after, Albert Eadie got a lucrative contract to supply precision rifle parts to the Royal Small Arms Factory in Enfield, Middlesex.



1892 Kick Starting Royal Enfield-A new company was created to market these new design bicycles called 'The Enfield Manufacturing Company Limited'. By October 1892, the Enfield bikes were announced to the public. The following year the word Royal (after the Royal Small Arms Company) was added and thus Royal Enfield began. Then in 1893 the Royal Enfield trademark 'Made like a Gun' appeared. Britain was caught up in a

patriotic fervor and the slogan caught the spirit of the time. In 1899 the first mechanical vehicle was advertised by Enfield Cycle Company. It was available in both tricycle and quadric cycle form, powered by a De Dion 1.5 hp engine. The high wheels, solid tires, block chains and heavy cross frames had by then given way to Diamond frames, the Hyde Freewheel, Enfield 2 speed hub and the well known Eadie Coaster. Then came the 'Riche Model' with more refined fittings. By 1907, the cycle industry was still headquartered at Redditch, producing run-of-the-mill conventional cycles.



1897-Quadricycles

In 1897, R. W. Smith built himself a quadric cycle – a simple bike with four wheels and a French engine placed under the saddle between the rear wheels. During the next two years several developments were made. About then, an Enfield quadric cycle completed the 1,000-miles road trial of 1900 organized by the Automobile Club of Great Britain and Ireland. The Enfield vehicle was awarded the silver medal, although it had its share of troubles and breakdowns.

THE INTERWAR YEARS (1921 - 1930)



1924 The First Four-stroke-The interwar year was a period when the sidecar reached its zenith. In July 1925, the Royal Enfield V-Twin-engine Dairyman's Outfit took part in the ACU Six Days' Trial for Commercial Sidecars and obtained a Special Certificate of Merit for completing an arduous course without loss of marks. The year 1924 saw the launch of the first Enfield four-stroke 350cc single using a JAP engine.

1928-The Depression



In 1928, Royal Enfield adopted saddle tanks and center-spring girder front forks – one of the first companies to do so. The bikes now with a modern appearance and comprehensive rangemeant continuous sales even during the dark days of depression in Great Britain towards the end of 1930. In 1927 Royal Enfield produced a 488cc with a four-speed gearbox, a new 225cc side-valve bike in 1928, and a four-stroke single in 1931. Several

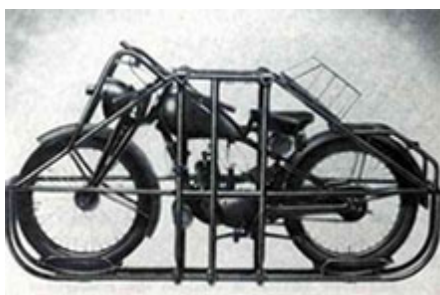
machines were produced in the next decade, from a tiny two-stroke 146cc Cycar to an 1140cc V-twin in 1937. Can you even imagine that Royal Enfield's range for 1930 consisted of 13 models!

ESTABLISHING BULLET (1931 - 1940)



1933 The Bullet Arrives-In 1931 a four-valve, single-cylinder was introduced, and christened 'Bullet' in 1932. It had an inclined engine and an exposed valve gear.

It was then that the first use was made of the now famous Bullet name. Longer stroke, four-valve head exposed valves and heavily finned crankcase was the features that ran from 1932 until the end of 1934.



1940 The Second World War-The most well known offering for the Second World War was no doubt the 'Flying Flea'. Also known as the 'Airborne', this lightweight

125cc bike was capable of being dropped by parachute with airborne troupes. The Flea was fitted into a steel tubular cage called the 'Bird Cage', which had a parachute attached to it. The cage aided in packing turning handlebars easily.

POST WAR BULLETS (1941 - 1950)



1948 Bigger and Better-The 1939 Bullet 350

kick-started the post-war models. They used two rocker boxes for the first time.

This enabled better gas flow and consequently higher volumetric efficiency. Royal Enfield's own designed and manufactured telescopic front fork placed the Redditch marquee at the very forefront of motorcycle design. The biggest advancement introduced by the new Bullet was its swinging arm rear suspension system and hydraulic damper units themselves. In **1947** Enfield made a J2 - the first model with a telescopic front end, followed in 1948 by a 500cc twin (Enfield's 25bhp answer to the Triumph Speed Twin), which stayed in production until 1958.



1949 The Indian Debut-In 1949, the 350cc

Bullet was launched in India, when

Madras Motors won an order from the Indian Army for the supply of motorcycles. It was the beginning of the reign of the Bullet in the subcontinent. The Madras Motor Company started off by receiving the Bullet in kits and simply assembling them. Then they began making the frames. After this

Enfield started sending the engine in parts to be assembled in India. Eventually they were also manufacturing the engines, which meant that they were making the complete bike. For the next thirty years, the design of their bike remained unchanged! In 1950, several models were introduced: the 650cc Meteor twin; a 250cc Clipper; a short stroke 250cc Crusader; 250cc Trials; Super 5; Continental; 500 Sports Twin; Super Meteor; Constellation and the Interceptor.

A TALE OF TWO CITIES (1951 - 1960)



1951-In the UK...Never before in British automobile history had so much been done in a single decade, not just by Royal Enfield, but the every other marquee of the time. All new engines, all new configurations, new paint schemes, new capacity classes... the motorcyclist had never had such a wide choice ever before. The 1950s saw the market open up both ways, downwards for smaller capacity, light and maneuverable machines, and upwards for larger capacity, high powered and reliable motorcycles. The Royal Enfield showrooms in the UK saw everything from 125cc two strokes to the mighty700ccMeteor.



1955-Meanwhile in Madras...The Indian Army, the sole reason why the Bullet was brought to India in the first place, insisted that they would continue doing business with Madras Motors only if the Bullet was produced indigenously. The Enfield India Bullet of the late fifties was quite a different motorcycle from the one we are used to today. Using the famed Lucas Magdyno ignition system, the 1955 Bullet was almost a clone of the 52 Redditch Bullet. The frame, electrician ware and rolling chassis, however, were to undergo many changes over the next ten years, with the Bullet slowly evolving into the familiar form we know and love today.

ALL THAT ENFIELD'S ISN'T A BULLET (1971 - 1980)



1973 The Mini Bullet-With the success of the Sherpa, Enfield India launched the 173cc Villiers-powered Crusader in India in 1973. A totally indigenous effort, this small motorcycle used many Bullet chassis parts, including fork legs and mudguards, and instantly found a market among the many that wanted a Bullet, but were diffident about handling it's weight and size. The Mini Bullet too was introduced this year. This motorcycle was a 200cc two stroke

sporting 'contemporary' design. Enfield India attempted to reach out to the young market, providing them with a zippy, reliable and economical two-stroke.

TOUGH TIMES AHEAD (1981 - 1990)



1983 Here comes the Lightweights-Like the adage that goes, "when the going got tough, that's when the tough get going".

Enfield India got squarely into the fray with a slew of lightweight machines. The 50cc Silver Plus step-through and Explorer motorcycle are launched. Powered by the Zundapp-engineered 50cc, 6.5hp two stroke motors, these bikes redefined the entry-level segment. The Silver Plus, initially a two-speed and then later a three speed, found a ready market not only among the young office going male, but among an increasing number of women who found the step-through design convenient. The Explorer, with its contemporary bikini fairing and 'fastback' tailpiece. Both bikes sported alloy wheels, a first in India. Close on the heels of the little wonders came the Fury 175. Powered by a 175 Zundapp two-stroke engine with a five-speed gearbox, this refreshingly quick motorcycle came fitted with a hydraulic disc brake. Again a first in the country. And a bike, many feel, much too early in INDIA.



1984 Brand New Vintages-The 80s also saw the Bullet in many different avatars. The Deluxe models appeared, in resplendent chrome and metallic colors, and 12 volt

electrical were offered as an option, to aid in brighter lighting and easier starting. It was also the year when Enfield India grew confident enough about their flagship product to begin sending 'coals back to Newcastle'. Owing to their status as 'brand new vintages', Enfield Bullets found a strong niche market in the UK

and Europe, among people looking to come back to motorcycling.



ENFIELD BECOMES ROYAL ENFIELD

(1991 - 2000)

1990 Heavy Fuel-The 1990's saw many revolutionary models from the company. The Taurus Diesel was the first production Diesel motorcycle in the world.

1993 Bullet 500-The Bullet 500 was launched in June this year. It went on to become the most coveted model.

1994 Eicher acquires Enfield-In March the ailing company got a new lease of life when Eicher group acquired Enfield India Company.



The company name changed to Royal Enfield Motors Limited.

ROYAL ENFIELD (2001 - 2010)

2001-The Dare Devils, the motorcycle display team of the Corps of Signals, Jabalpur forms a Human Pyramid of 201 men on 10 Enfield 350cc bikes and rides a distance of more than 200 meters.



2002-India's first Cruiser – The 'THUNDERBIRD'- is launched. BBC Wheels awards it 'The Best Cruiser 2002' title. The Bullet Machismo enters commercial production. Dan Holmes and Johnny Szoldrak won the National Road Race Championship (60's Class) on a Bullet.

2003



The first 'RIDER MANIA' gets together is held in Goa.

REDS are formed in Pune.

The Bullet enters the Automotive 'Hall of Pride' at the ICICI Overdrive awards.

1000 Riders descend on Redditch for the Royal Enfield Owners Club 25th Anniversary.

Royal Enfield is one of the top ten 125-500 cc brands in UK.



2004-The 2004 Bullet Electra is launched.

The retro styled Bullet Machismo is rated 'No.1 Cruiser' in TNS Auto car survey. The

Bullet Electra International with a lean-burn engine is launched in the UK. 34 men ride simultaneously on a Bullet, setting a new world record.

2005



Royal Enfield India Celebrates 50 glorious years of motorcycling and unveils a blueprint for the future.

The 2005 Bullet Electra features a revolutionary 5-Speed left side gear shift that makes the marquee more accessible to motorcyclists. The Legend rides on...

2006

Royal Enfield develops a fully integrated Twin Spark, 5-Speed engine that delivers a dramatic increase in performance and efficiency.

The new engine will power all domestic and International models from 2007 onwards.



2008

The Thunderbird Twins Park will be the first model to feature Royal Enfield's revolutionary Unit Construction Engine. All

the well loved features of the Thunderbird have been retained and enhanced in some cases. Also, the twin benefit of improved performance and engine efficiency makes this motorcycle hard to beat in terms of pure riding pleasure and visual delight. The evolutionary mix of old and new features in this motorcycle will surely delight its owners.

2009



The smaller twin of the Classic 500, the Classic 350 will hold its own against any other motorcycle and then pull some more. The Classic 350 shares its powerplant with the Legendary Thunderbird. The torque to flatten mountains and the fuel efficiency to cross entire ranges comes in the same understated yet charming styling. This is a motorcycle that does not need to shout to be heard.

Born of a rich heritage and bred with Royal Elegance this 350cc thumper has all the qualities of a typical Royal Enfield. Appreciated then, appreciated now...

Why ride a lesser bike. Nothing more to be said.



The Classic 500 comes to India. Armed with a potent fuel injected 500cc engine and clothed in a disarmingly appealing post war styling, this promises to be the most coveted Royal Enfield in history. For those who want it all. The power, the fuel efficiency, the reliability and simple, yet drop dead gorgeous classic styling. The classic turns heads not because it wants to but because it can't help it. You will appreciate the beat not just for the music it creates but also for the muted feeling of strength and power that it signifies. The view is simply better when you are astride a Royal Enfield Classic 500 – whether moving or still. Nothing more to be said.

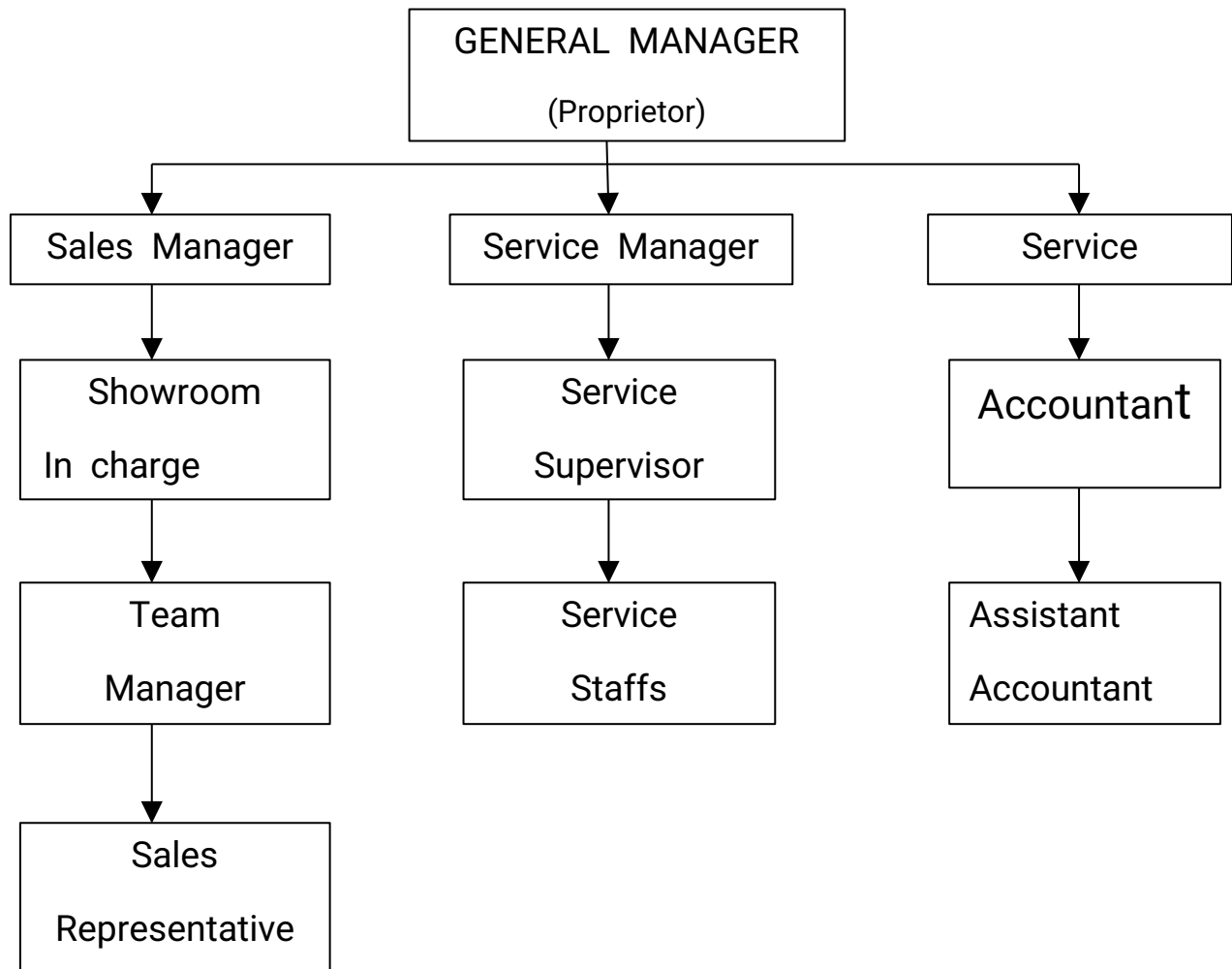
Army's stunt riders break record-



ARMY PERSONNEL IN PATNA SET RECORD OF CARRYING 48 PERSONS ON ONE BIKE Indian Army personnel broke a world record by being the only team in the world to cross a staggering distance of 1000 meters carrying 48 persons on a single moving 500 cc Royal Enfield motorcycle.' Tornadoes', the motorcycle display team of Army Service Corps today broke two world records by being the only team to achieve a staggering distance of 1100 meters with 54 persons on a single bike. They broke the record of Corps of Military Police who carried 48 persons on a single moving 500 CC motorcycle here recently. The team while exhibiting extraordinary skill, courage, endurance and mental strength, entered the annals of record books by performing this breathtaking feat on a 500 CC Royal Enfield motorcycle at the Runway of Air Force Station Yelahanka in the presence of a large number of military and civil dignitaries. The 'Tornadoes' was raised in 1982 after having given a stupendous display of daredevilry in the 1982 Asian Games. "Since then the men of the Tornadoes Team by their sheer grit, determination and spirit of adventure have created a niche for themselves by rewriting various records," the release said. The team

at one point of time had achieved the distinction of holding seven world and national records of varying degrees of complexity and fortitude, it said.

ORGANISATIONAL STRUCTURE



SWOT ANALYSIS

MAJOR PLAYERS IN INDIAN TWO WHEELER MARKET

GROUP	PLAYERS	ATTRIBUTES	COMPETITIVE FORCES
A	Bajaj, Hero Honda	Highly diversified Aggressive promotion	- High buyer power - High competitive rivalry - High entry barriers
B	TVS	Selectively diversified Aggressive Promotion	- Low entry barriers - Narrow product lines imply that aggressive promotions can eat into market share
C	Honda, Yamaha	Selectively diversified Moderate Promotion	- High threat of substitution (Rs 1 lakh car) - Low entry barriers
D	Royal Enfield	Highly specialized Low Promotion	- Low buyer power, high brand loyalty - Product diversification will imply risk of brand dilution

SWOT ANALYSIS OF THE TWO WHEELER INDUSTRY

STRENGTHS

- Established brands
- Strong Brand Name
- Fuel efficient
- Style statement
- Convenient in heavy traffic
- Cheap and affordable
- Easy and cheap finance availability
- Patents
- Good reputation among customers

WEAKNESSES

- Extremely price sensitive
- Short PLC
- High R and D costs

OPPURTUNITIES

- Growing premium segment
- Increasing dispensable income
- Environmental concerns
- Exports increasing
- Very strong demand in the 100cc. segment dominated by limited players.

THREATS

- The Rs.1 Lakh car
- Cut throat competition
- Increasing number of players in the market
- Rising raw material costs
- Increasing rates of interest on finance

SWOT ANALYSIS FOR ROYAL ENFIELD, INDIA

STRENGTHS

- Size and scale of parent company
- Effective Advertising Capability
- Committed and dedicated staff
- High emphasis on R and D
- Experience in the market
- Established brand
- Established market channel
- Power, Speed & Acceleration

WEAKNESSES

- Small showrooms
- Not much emphasis on aggressive selling
- Weak product diversity

OPPORTUNITIES

- Growing premium segment
- Global expansion into the Caribbean & Central America
- Expansion of target market (include women)
- Increasing dispensable income
- 1st mover advantage

THREATS

- Cut throat competition
- Increasing number of players in the market
- Rising raw material costs
- Increasing rates of interest on finance

CHAPTER 3
RESEARCH
METHODOLOGY

INTRODUCTION

Royal Enfield one of the popular brand and highest selling bike in India and outside India (USA, Europe, Australia etc).Royal Enfield motorcycles had been sold in India from 1949. In 1955, the Indian government looked for a suitable motorcycle for its police and army, for use patrolling the country's border. As far as the motorcycle brand goes, though, it would appear that Royal Enfield is the only motorcycle brand to span three centuries, and still going, with continuous production. Product range has widened and the customer has evolved.

TITLE OF THE STUDY

“A Study on Customer Satisfaction towards ROYAL ENFIELD BIKES, DELHI-NCR.”

STATEMENT OF THE PROBLEM

Customer satisfaction plays a crucial role in enabling an organization to change and develop with customers. Keeping the existing customer contented is generally much easier, takes less time and involves less expense. The reason for this is that it takes more time to find new prospective customer. In this context

Study is conducted with special reference to customer satisfaction.

A company can earn more profits only when it has strong customer care towards product and services offered by the company. So to have strong customer care it has to provide a competitive price further advertising to increase.

OBJECTIVES OF THE STUDY

1. To understand the reasons for purchasing Royal Enfield bikes.
2. To know about the experience after purchase relating various parameters (Service, bike performance, mileage etc).
3. To ascertain the barriers to purchasing a Bullet for a prospective customer.
4. To ascertain the factors that affects the choice of a Bullet as a motorcycle for common man.
5. To propose an effective Promotional campaign plan for brand Royal Enfield.
6. To determine the customer's satisfaction regarding bikes and after sales service.

SCOPE OF THE STUDY

This study includes Customer's response and awareness towards the brand, products and services of Royal Enfield. The results are limited by the sample size 75 numbers and therefore the opinion of only selected customers is taken into consideration. Mainly this study is conducted in DELHI-NCR and the scope is limited.

OPERATIONAL DEFINITIONS

1. Customer- A customer (also known as a client, buyer, or purchaser) is usually used to refer to a current or potential buyer or user of the products of an individual or organization, called the supplier, seller, or vendor.
2. Customer Satisfaction- A business term, 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 customers, whose reported experience with a firm, its products, or its services (ratings) exceeds specified satisfaction goals."

3. Respondents- A person who replies to something, esp. one supplying information for a survey or questionnaire or responding to an advertisement.
4. Objective- An end that can be reasonably achieved within an expected timeframe and with available resources.
5. Bike- A motor vehicle with two wheels and a strong frame.
6. Buying- To acquire in exchange for money or its equivalent purchase.

RESEARCH METHODOLOGY

The research will be carried out in various phases that constitute an approach of working from whole to part. It includes subsequent phases trying to go deeper into the user's psyche and develop a thorough understanding of what a user looks for while buying a bike.

The first phase is completely internal where it is stormed over the

most effective route of action, considering that Bullet users in PATNA are more in number.

The second phase is with some of the seasoned bikers who have been using Bullets for some time now and are generally known and respected amongst the Bullet community.

The third phase is with some respondents who will be interviewed with the help of questionnaire keeping in mind the time and cost constraints.

TOOLS OF DATA COLLECTION

The information relevant for study was drawn from Primary data collected through survey method, which alone was not sufficient. Hence Secondary data was collected to study successfully.

- **Primary data-** In order to find out customer satisfaction

regarding bikes of Royal Enfield Primary Data was collected by personally visiting the dealerships and showrooms. With the help of a well laid questionnaire, I took the feedback from the customers who were coming for the services of their bikes at the dealerships. As well as I contacted some of the customers through telex calling by taking the data about the customers from the customer data register of the dealership. I interviewed them and discussed with the showroom staff as well as with the employees at Royal Enfield which helped me to prepare the research Report.

- **Secondary data**-The Secondary Data collection involved internet search, browsing magazines, newspapers and articles and papers related to the two wheeler industry in India. Numerous Journals and books related to the topic were also browsed to understand the dynamics of the industry.

TABLE No.18

TABLE SHOWING - THE PLACE OF SERVICE OF RESPONDENTS BIKE

PLACE OF SERVICE	NO. OF RESPONDENTS	PERCENTAGE
SHOWROOM	34	45%
WELL KNOWN BULLET MECHANIC	29	38%
NEARBY GARAGE	4	6%
SELF SERVICE	8	11%
TOTAL	75	100%

Analysis

From the above table we can say that 45% of the respondents prefer their service of their bike in showroom, 38% of them with well known bullet mechanic, 6% of them in nearby garage and 11% of them prefer self service to their bike.

Interpretation

It is clear that most of the respondents service their bikes in the showrooms and also with a well known bullet mechanic. There is no much difference but this shows people have less trust with the showroom service.

GRAPH No.18

GRAPH SHOWING- THE PLACE OF SERVICE OF RESPONDENTS BIKE

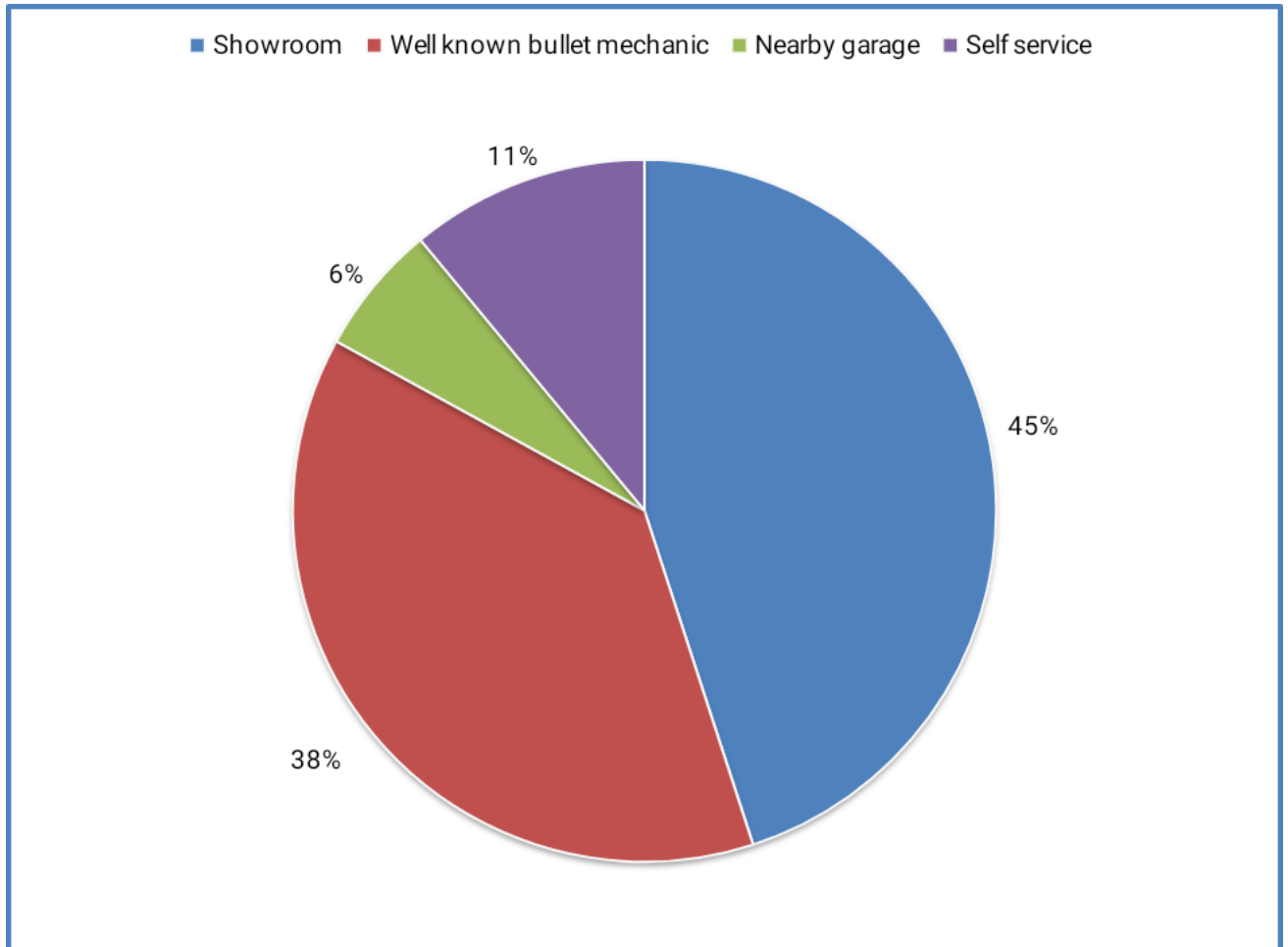


TABLE No.19

TABLE SHOWING- THE RESPONDENTS OPINION AND LEVEL OF SATISFACTION ABOUT THE COMPANY TAKING ACTION TOWARDS COMPLAINTS LODGED BY THE CUSTOMERS

YES/NO	NO. OF RESPONDENTS	PERCENTAGE
YES	55	73%
NO	20	27%
TOTAL	75	100%

RESPONSE FOR SATISFACTION	NO. OF RESPONDENTS	PERCENTAGE
YES	49	66%
NO	26	34%
TOTAL	75	100%

Analysis

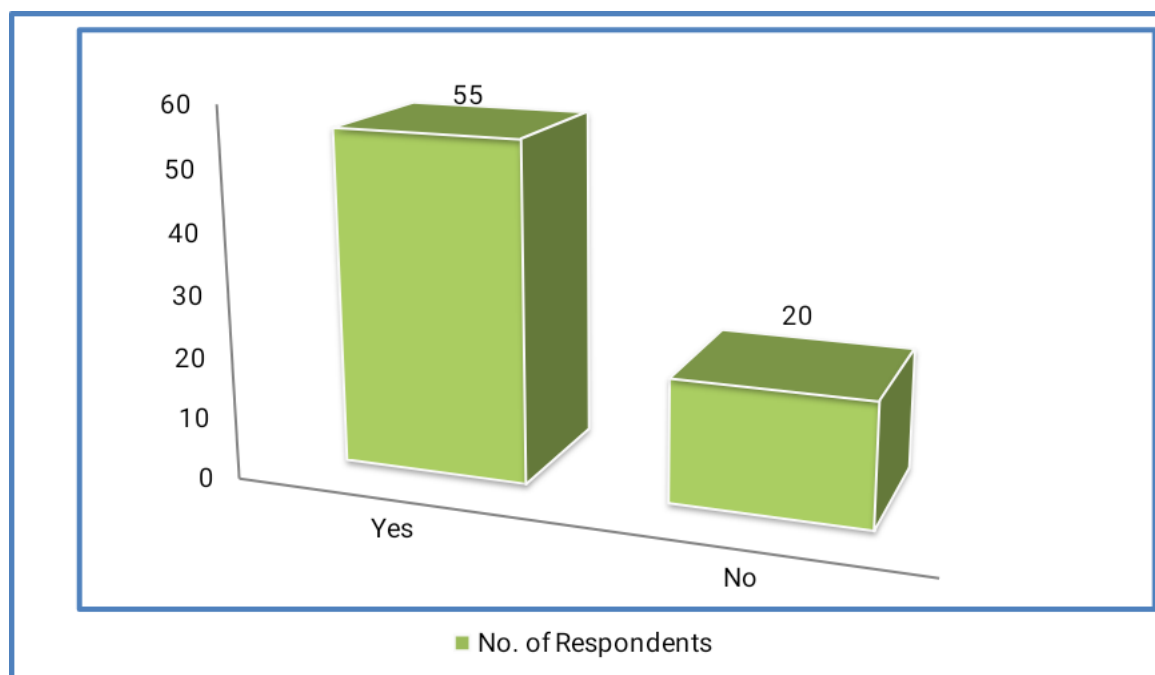
The above table shows that 73% of the respondents accept that the company takes action towards the complaints lodged by the customers and 27% disagree for the same. Also the satisfaction level is 66% by the respondents and 34% are not satisfied.

Interpretation

It is clear that most of the respondents agree that the company takes action towards the complaints lodged by the customers and also the satisfaction level of the customers is very high. This shows Royal Enfield checks at the complaints registered by their customers on regular basis to maintain its brand value.

GRAPH No.19

GRAPH SHOWING- THE RESPONDENTS OPINION AND LEVEL OF SATISFACTION ABOUT THE COMPANY TAKING ACTION TOWARDS COMPLAINTS LODGED BY THE CUSTOMERS



Point of satisfaction

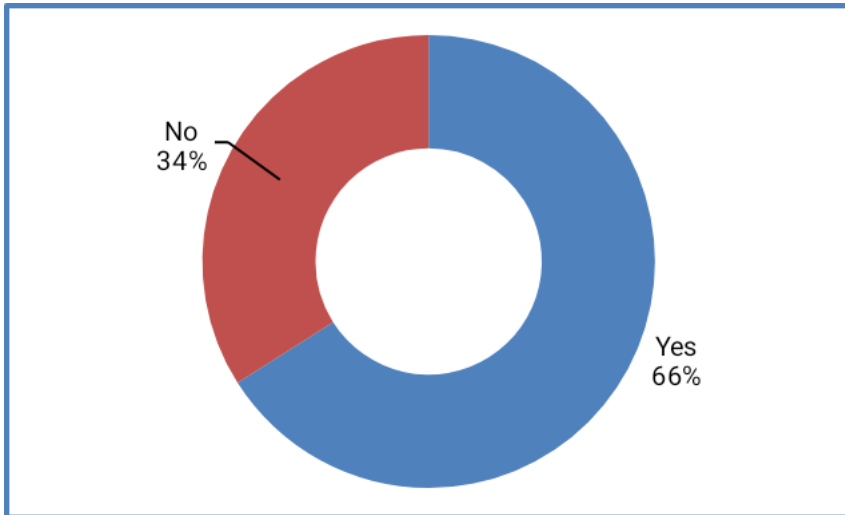


TABLE No.20

TABLE SHOWING- THE RESPONDENTS OPINION ABOUT PARTICIPATING IN THE RIDER MANIA ORGANIZED BY THE ROYAL ENFIELD CLUB

YES/NO	NO. OF RESPONDENTS	PERCENTAGE
YES	62	82%
NO	13	18%
TOTAL	75	100%

Analysis

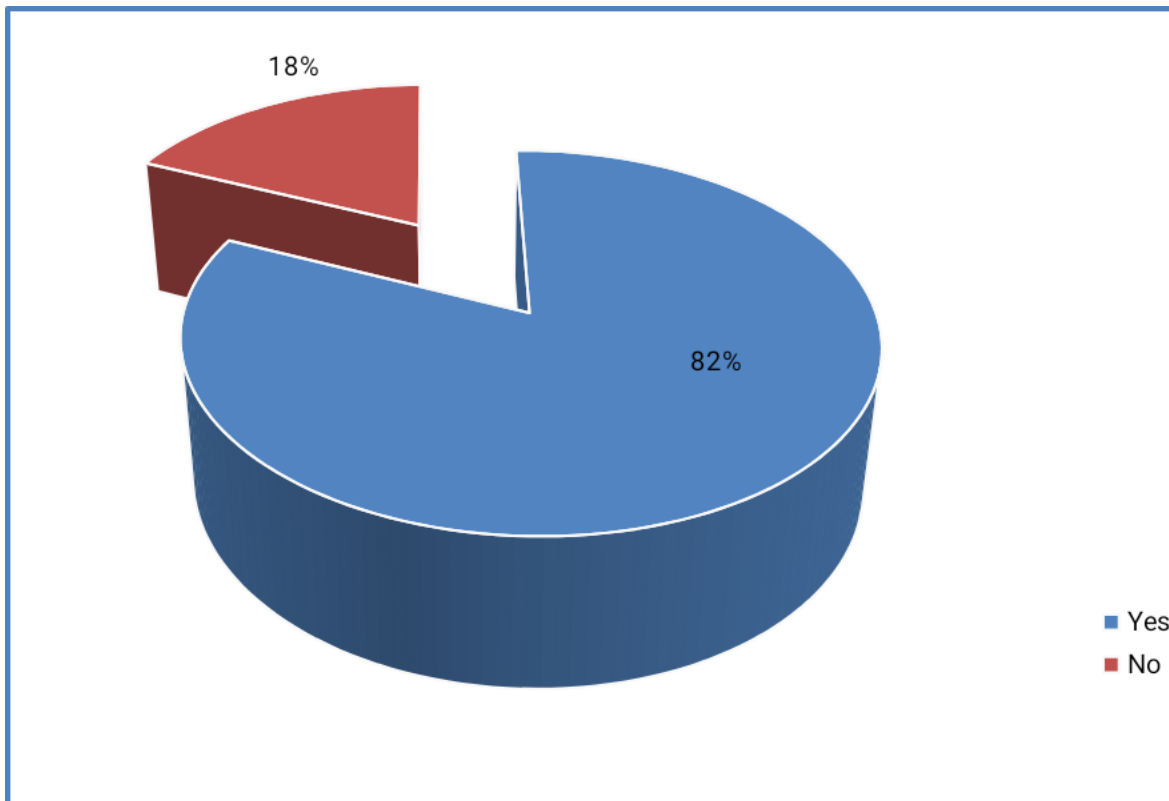
The above table shows that 82% of the respondents are wants to participate in the Rider Mania and 18% of them are not interested.

Interpretation

It clearly shows that majority of the respondents are very much interested in Rider Mania and also shows that respondents are very passionate Enfield fans.

GRAPH NO.20

GRAPH SHOWING- RESPONDENTS OPINION ABOUT PARTICIPATING IN THE RIDER MANIA ORGANIZED BY THE ROYAL ENFIELD CLUB



FINDINGS

1. It is revealed that majority of users are between 20 to 29 years. From this we can conclude younger generation and middle age are more interested in Royal Enfield may be because this is the age where they start earning.

2. It is clear that most of the users of Royal Enfield are males mostly because of the manly look of the bikes.
3. Users are mostly Professional males, 20-35 years of age including some students because of the looks and power of the bike.
4. Royal Enfield is placing their products in the appropriate price range. As the people of this income bracket less than 1, 20,000 can easily afford this Bike.
5. Customers are not attracted to only one particular model due to the variants available and because the Classic 500/350 is the newly released models they are fast moving now.
6. Customers are easily affording the price of Royal Enfield bikes and they are not feeling much problem with the amount and purchasing way of most of the customers is leading in cash sector.
7. Majority of the customers directly chose Royal Enfield as their bike and dint even have a look at the nearest alternative bike and this shows the loyalty of the customers towards the brand Royal Enfield.
8. Advertisements are rarely recalled and are highly ineffective amongst non-Bullet riders. It's clear that Royal Enfield should concentrate on its advertising campaign to reach the customers.
9. It clearly shows that mileage of the Royal Enfield bikes is economical & mileage between 35 and 40 that too on Indian roads with heavy traffic is a great deal.
10. Most of the Royal Enfield bikes doesn't breakdown at all, it is not problematic and not involved into repair always.
11. It is clear that most of the respondents prefer to buy their bike brand new from showroom only and majority of the customers are very much satisfied with the place of purchase of their Royal Enfield bike. This also shows there is more demand for new bikes.
12. It is clear that majority of the respondents are satisfied with spare parts availability and we can say that Royal Enfield has good distribution channel for spare parts in the city.
13. It is clear that majority of the people who choose Royal Enfield as their

bike doesn't have any problems or issues with their bike's performance.

14. Majority of the respondents are satisfied with their bikes power and pick up. This shows Royal Enfield has an excellent satisfaction level within the customer
15. Majority of the respondents are satisfied with their bikes comfort and safety. This shows Royal Enfield has an excellent satisfaction level within the customers.
16. Majority of the respondents are satisfied with their after sales service and few respondents are not at all satisfied. This shows Royal Enfield has a good satisfaction level within the customers.
17. It is clear that People who choose not to buy Bullets do so because of low promotion, high price and maintenance. So Royal Enfield should concentrate on their promotional campaigns and make sure it reaches the common man.
18. It is clear that most of the respondents service their bikes in the showrooms and also with a well known bullet mechanic. There is no much difference but this shows people have less trust with the showroom service.
19. Most of the respondents agree that the company takes action towards the complaints lodged by the customers and also the satisfaction level of the customers is very high. This shows Royal Enfield checks at the complaints registered by their customers on regular basis to maintain its brand value.
20. Majority of the respondents are very much interested in Rider Mania and also shows that respondents are very passionate Enfield fans.

CONCLUSION

The study has helped Royal Enfield dealers to understand whether the customers are satisfied or not. If not what are main reasons for dissatisfaction of customer towards the dealer and what are the ways of improving the satisfaction level of customer towards dealer.

We can conclude younger generation and middle age are more interested in Royal Enfield, the buying behavior is governed predominantly by the need for Power and respect for the iconic Brand and users are mostly Professional Males, 20-35 years of age, including some students. Most of the customers are attracted to newly released Classic 350/500, also customers are easily affording the price of Royal Enfield bikes and customers are very loyal towards the brand Royal Enfield.

Royal Enfield should concentrate on its advertising campaign to reach the customers, mileage of the Royal Enfield bikes is very economical and most of them prefer to buy their bike brand new from showroom with the spare parts available in market easily.

Royal Enfield has an excellent satisfaction level within the customer for its power, pick up, comfort, safety and with after sales service.

It is clear that Royal Enfield checks at the complaints registered by their customers on regular basis to maintain its brand value and entire Royal Enfield owner are passionate Royal Enfield fans.

QUESTIONNAIRE

A STUDY ON CUSTOMER SERVICE PROVIDED BY ROYAL ENFIELD AT DELHI NCR

1. Name: -
2. Age
 - a. 20-24
 - b. 25-29
 - c. 30-35
 - d. Above 35
3. Gender
 - a. Male

b. Female

c. other

4. Occupation

a. student

b. Private employee

c. govt. employee

d. self-employee

e. others

5. Do you have royal Enfield bike?

a. Yes

b. No

6. Who influence you to buy royal Enfield bike?

a. Friends

b. Family

c. Dealers

d. Others

7. What is the reason to purchase Royal Enfield bike?

a. Brand name

b. Price

c. Fuel economy

d. after sale service

e. Status

f. Ambience

8. Do you think royal Enfield establishes a healthy relationship with customers?

a. yes

b. No

9. Are you satisfied with the fuel efficiency of your bike?

a. Yes

b. No

10. Do you feel the service charges or repair charges are affordable?

a. Yes

b. No

11. Do you get in time delivery of your Bike after servicing?

a. Yes

b. No

12. Does the producer's advertisement influence you for making purchase?

a. yes

b. no

13. If opportunity arises in future to buy a bike, would you prefer to buy a Royal Enfield bike again?

a. yes

b. no

14. Will you recommend your bike to your friends and relatives?

a. Yes

b. No

15. Are you satisfied with your bike?

a. Yes

b. No

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