
A Study on Customer Satisfaction With Regard To Royal Enfield

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ABSTRACT

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 analyse the customer satisfaction level towards the iconic brand Royal Enfield. This study also investigates 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 buying decision process. Customer satisfaction is influenced strongly by culture, social, personal and psychological factors. For this purpose, 50 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.

INTRODUCTION

Whether the buyer is satisfied after purchase depends on the offers performance in relation to the buyer expectation. All in all fulfilment are a man, sentiments of joy or disillusionment coming about because of contrasting an item saw execution connection with his/her desires. In the event that the execution misses the mark regarding expectation, the client is disappointed. If the execution coordinates the desire client is fulfilled. In the event that the execution surpasses the desire the client is very fulfilled.

Customer satisfaction cannot be very difficult. After all you either satisfied 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 straight forward 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 organization offers. It looks at what is involved from 3 different angles, the first is from the view of an organization wishing to understand, and measures, how satisfied its customer are with the products and services

they receive from it. The second is from the pets, of a research agency that has been asked to obtain feedback from customers and about their experiences When dealing companies. Finally, it considers the issue from the perspective of consumers who participate in surveys, including both business customers and members of general public

REVIEW OF LITERATURE

Customer satisfaction, customer retention, and market share¹

This article give a scientific system to evaluating the estimation of consumer loyalty. The system empowers supervisors to figure out which consumer loyalty components have the best effect, and how much cash ought to be spent to enhance specific consumer loyalty components. This makes it conceivable to consider consumer loyalty programs responsible, in the way that different business programs are considered responsible, by constraining them to show their advantages as for primary concern productivity. It utilize an individual-level model of steadfastness and maintenance, and afterward develop to piece of the overall industry by conglomeration. It show the utilization of our approach in a pilot

¹Customer satisfaction, customer retention, and market share , Roland T.RustAnthony J.Zahorik , Journal of Retailing , Volume 69, Issue 2, Summer 1993, Pages 193-215

investigation of a city's retail saving money showcase.

Assessing the effects of quality, value, and customer satisfaction on consumer behavioral intentions in service environments²

The accompanying examination both blends and expands on the endeavors to conceptualize the impacts of value, fulfillment, and incentive on customers' behavioral aims. In particular, it reports an observational appraisal of a model of administration experiences that all the while considers the immediate impacts of these factors on behavioral goals. The examination expands on late advances in administrations advertising hypothesis and surveys the connections between the distinguished builds over numerous administration businesses. A few contending hypotheses are likewise considered and contrasted with the examination display. Various striking discoveries are accounted for including the experimental check that administration quality, benefit esteem, and fulfilment may all be specifically identified with behavioral aims when these factors are considered all things considered. The outcomes additionally propose that the circuitous impacts

²Assessing the effects of quality, value, and customer satisfaction on consumer behavioral intentions in service environments ; J.Joseph Cronin Jr.Michael K Brady G.Tomas MHult ; Journal of Retailing ; Volume 76, Issue 2, Summer 2000, Pages 193-218

of the administration quality and esteem builds improved their effect on behavioural aims.

The American Customer Satisfaction Index: Nature, Purpose, and Findings³

The American Customer Satisfaction Index (ACSI) is another kind of market-based execution measure for firms, enterprises, financial divisions, and national economies. The creators talk about the nature and motivation behind ACSI and clarify the hypothesis basic the ACSI show, the across the nation study procedure used to gather the information, and the econometric approach utilized to evaluate the files. They likewise delineate the utilization of ACSI in leading benchmarking thinks about, both traverse time. The creators observe consumer loyalty to be more prominent for merchandise than for administrations and, thus, more noteworthy for administrations than for government organizations, and also discover cause for worry in the perception that consumer loyalty in the United States is declining, fundamentally as a result of diminishing fulfilment with administrations. The creators evaluate the model for the seven noteworthy monetary areas for which information are gathered. Features of

the discoveries incorporate that (1) customization is more imperative than unwavering quality in deciding consumer loyalty, (2) client desires assume a more noteworthy part in divisions in which difference underway and utilization is moderately low, and (3) consumer loyalty is more quality-driven than esteem or cost driven. The creators close with an exchange of the ramifications of ACSI for open policymakers, administrators, buyers, and advertising by and large.

The impact of customer satisfaction and relationship quality on customer retention: A critical reassessment and model development⁴

Customer satisfaction with an organization's items or administrations is frequently observed as the way to an organization's prosperity and long haul aggressiveness. With regards to relationship promoting, consumer loyalty is regularly seen as a focal determinant of client maintenance. In any case, the couple of observational examinations here show that an immediate connection between these develops is feeble or even nonexistent. The general motivation behind this article is to build up an applied establishment for researching the client maintenance process, with the utilization of the

³The American Customer Satisfaction Index: Nature, Purpose, and Findings." Claes Fornell, Michael D. Johnson, Eugene W. Anderson, Jaesung Cha and Barbara Everitt Bryant ; *Journal of Marketing*, vol. 60, no. 4, 1996, pp. 7-18

⁴The impact of customer satisfaction and relationship quality on customer retention: A critical reassessment and model development ; Thorsten Hennig-Thurau, Alexander Klee ; Volume 14, Issue 8 ; December 1997 ; Pages 737-764

ideas of consumer loyalty and relationship quality. The article includes a basic examination of the satisfaction– maintenance relationship, and the advancement of a more far reaching perspective of the client's quality recognition.

An Investigation into the Determinants of Customer Satisfaction⁵

The creators research whether it is important to incorporate disconfirmation as a mediating variable influencing fulfilment as is usually contended, or whether the impact of disconfirmation is satisfactorily caught by desire and saw execution. Further, they display the procedure for two sorts of items, a sturdy and a nondurable decent, utilizing test techniques in which three levels of desires and three levels of execution are controlled for every item in a factorial outline. Each subject's apparent desires, execution assessments, disconfirmation, and fulfilment are thusly measured by utilizing numerous measures for each develop. The outcomes propose the impacts are diverse for the two items. For the nondurable great, the connections are as ordinarily estimated. The outcomes for the solid great are distinctive in critical regards. To begin with, neither the disconfirmation encounter nor subjects' underlying desires influenced subjects'

⁵An Investigation into the Determinants of Customer Satisfaction ; Gilbert A. Churchill, Jr. and Carol Surprenant ; Journal of Marketing Research, vol. 19, no. 4, 1982, pp. 491–504

fulfilment with it. Or maybe, their fulfilment was resolved exclusively by the execution of the tough great. Desires combined with execution to influence disconfirmation, however the extent of the disconfirmation encounter did not convert into an effect on fulfilment. At long last, the immediate execution fulfilment interface represents the majority of the variety in fulfilment.

An Experimental Study of Customer Effort, Expectation, and Satisfaction⁶

Consequences of a lab analyze demonstrate that consumer loyalty with an item is impacted by the exertion used to procure the item, and the desires concerning the item. In particular, the test proposes that fulfilment with the item might be higher when clients consume significant push to get the item than when they utilize just unobtrusive exertion. This finding is against regular thoughts of showcasing effectiveness and client comfort. The exploration likewise proposes that consumer loyalty is bring down when the item does not come up to desires than when the item meets desires.

The relationships of customer satisfaction, customer loyalty, and profitability: an empirical study⁷

⁶An Experimental Study of Customer Effort, Expectation, and Satisfaction ; Richard N. Cardozo ; Journal of Marketing Research, vol. 2, no. 3, 1965, pp. 244–249

⁷The relationships of customer satisfaction, customer loyalty, and profitability: an empirical study ; Roger

Presents the discoveries of an examination performed on information from a substantial bank's retail-banking operations. Represents the relationship of consumer loyalty to client dependability, and client devotion to gainfulness, utilizing numerous measures of fulfilment, dedication, and benefit. A gauge of the impacts of expanded consumer loyalty on gainfulness (expecting theorized causality) recommends that achievable increments in fulfilment could drastically enhance benefit.

A framework for comparing customer satisfaction across individuals and product categories⁸

A structure is exhibited which incorporates monetary and mental points of view keeping in mind the end goal to look at consumer loyalty crosswise over people and item classifications. The system establishes the framework for the improvement of a national file for consumer loyalty that is presently set up in Sweden. An imperative property of any such file is that it considers examinations crosswise over clients, firms, and ventures. Various suggestions are sent in regards to conceivably efficient contrasts in fulfilment crosswise over individuals and items.

Hallowell, (1996) ; International Journal of Service Industry Management , Vol. 7 Issue: 4, pp . 27 - 42

⁸A framework for comparing customer satisfaction across individuals and product categories ; Michael D.Johnson Claes Fornell ; Journal of Economic Psychology ;Volume 12, Issue 2, June 1991, Pages 267-286

Measuring customer satisfaction: Fact and artifact⁹

Self-reports of consumer loyalty perpetually have appropriations that are contrarily skewed and show an energy predisposition. Examination of the consumer loyalty writing and experimental examinations uncover that estimations of consumer loyalty display inclinations of perplexing and methodological defilement and seem to mirror various curios. Suggestions and proposals for research and practice are talked about.

Customer Satisfaction, Market Share, and Profitability: Findings from Sweden¹⁰

The author explore the nature and quality of this connection. They talk about how desires, quality, and cost should influence consumer loyalty and why consumer loyalty, thus, should influence benefit; this outcomes in an arrangement of speculations that are tried utilizing a national consumer loyalty file and conventional bookkeeping measures of financial returns, for example, rate of profitability. The discoveries bolster a positive effect of value on consumer loyalty, and, thus, gainfulness. The creators show the financial

⁹Measuring customer satisfaction: Fact and artifact ; Peterson, R.A. & Wilson, W.R. JAMS (1992)

¹⁰Customer Satisfaction, Market Share, and Profitability: Findings from Sweden ; Eugene W. Anderson, Claes Fornell and Donald R. Lehmann ; Journal of Marketing, vol. 58, no. 3, 1994, pp. 53–66

advantages of expanding consumer loyalty utilizing both an experimental estimate and another scientific model. Likewise, they examine why expanding piece of the overall industry really may prompt lower consumer loyalty and give preparatory observational help to this speculation. At last, two new discoveries rise: First, the market's desires of the nature of an association's yield decidedly influences clients' general fulfilment with the firm; and second, these desires are to a great extent objective, but with a little versatile part.

OBJECTIVES:

PRIMARY OBJECTIVE

The primary objective is to analyse the sales and marketing of royal enfield accordingly to customers satisfaction:

SECONDARY OBJECTIVE:

- To evaluate the attitude of young generation towards Royal Enfield.
- To identify the factors influencing in selection of Royal Enfield.
- To analyse the problem of Royal Enfield while compared to other Bikes.
- To know the influence and impact of competitors.
- To study the satisfaction factors of customer in royal Enfield.
- To suggest various factor to improve sales.

- To analyse the difference in the customer satisfaction.

Need of the study:

- To know the customer satisfaction.
- To know the usage of Royal Enfield
- To Analysis the problem in Royal Enfi0led.

Limitation of study

There are a few limitations of study. They are:

- The views and opinions of customers are subject to change with changing time.
- The time taken to survey has been very limited which was a constraint.
- This study is based on sample the survey, which may not actually represent the total population

RESEARCH METHODOLOGY

Research can be defined as scientific and systematic search for pertinent information on a specific topic. Research is an art of scientific investigation. In short, the search for knowledge through objective and systematic method of finding solution to a problem is research.

Research methods may be understood as all those methods that are used for the conduction of research. Research methodology is a way to systematically solve a research problem. It may be understood as a science of studying how research is done scientifically.

AREA OF RESEARCH

The research study was confined to study the sales and market of Royal Enfield based on Customer satisfaction.

RESEARCH DESIGN

The research design used in this study is Experimental research.

SOURCES OF DATA

Primary data is collected to study the sales and marketing in Royal Enfield from customers.

SAMPLE SIZE

The sample size chosen for this research study is 50 samples. The sample selected from customer.

Number of responses

$$\text{Percentage of respondents} = \frac{\text{Number of responses}}{\text{Total No. of Samples}} \times 100$$

Total No. of Samples

RESPONDENT

Customer of Royal Enfield.

SAMPLING TECHNIQUE

The sampling procedure involved in this research study is convenience sampling. There are different sampling techniques to select the samples from the population in this study the most appropriate one was convenience sampling since the target people were less. But the data collected would be suitable and reliable for the study.

STATISTICAL TOOLS

The statistical tool includes

Percentage Analysis

Percentage is a kind of ratio analysis. Percentages are used in making comparison between two or more series of data. Percentage describes relationship. It can also be used to compare the relative terms of distribution of two or more series of data.

FINDINGS

From this survey it is found that the satisfaction level of customers in various categories like

different age group, gender, income levels, and factors influencing them to buy Royal Enfield and satisfaction level on various factors.

- Coming to the satisfaction based on price the result was bad towards Royal Enfield.
- The performance was good and as well as servicing is also good.
- Service is not good as almost half gave other than good responses.
- Friends are the major influencers in buying decision making process.

SUGGESTIONS

After analysing the findings, the following suggestions have been prepared. Great care has been taken in making these suggestions for the improvement of customer's opinion.

There is a heavy demand for Royal Enfield motorcycles in the market, so their supply has to be drastically improved so as to meet the demand of the customer.

A considerable number of respondents opined that there is a need to improve the technology of Royal Enfield bikes.

CONCLUSION

From the research I came to know about the important conclusion regarding the customer satisfaction of Royal Enfield. From this survey

it is found that the satisfaction level of customers in various categories like different age group, gender, income levels, and factors influencing them to buy Royal Enfield and satisfaction level on various factors. Though there are many competitors for Royal Enfield people have higher level of satisfaction and willingness to buy the product and tend to increase the standard of living.

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