

A Study on Customer Satisfaction towards Royal Enfield in Dharmapuri

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Abstract

The world was very different in those days and there must have been a feeling of great excitement. Marketing research is the systematic collection of information from sources outside the business (or) research organization. Royal Enfield was doing quite well in south India, especially in the city of Bangalore:

I. INTRODUCTION

It is being hard to please the present day customers. The market conscious society turned smarter and more priced conscious and in turn more demanding and less forgiving. They checkout the competitors with similar or at times even better offers. So the challenge is not to produce for customers, any firm could do it. The real challenge is to produce delighted customers and more importantly loyal customers.

Customers are the king and without satisfying their needs none can exist in the corporate impression, awareness and consciousness about a company on its offerings. Customer perception is typically affected by advertising, reviews, public relation, social media, personal experience and other channels.

By way of analyzing customer perception we can clearly understand how much a firm treats its customers, what is the quality of their products, is it capable to serve the dynamic needs of customers, The

Study report deals with the analysis of customer perception conducted among customers of Royal Enfield who purchased different brands Royal Enfield.

1.1 Objectives of the study

- ❖ To evaluate the attitude of young generation towards Royal Enfield.
- ❖ To identify the factors influencing in selection of Royal Enfield.
- ❖ To analyze the problem of Royal Enfield while compared to other Bikes.
- ❖ To know the influence and impact of competitors.
- ❖ To study whether there is any change in perception of new generation towards Royal Enfield.
- ❖ To understand the reasons for change in perception, if any.

1.2 Scope of the Study

- ❖ The study will bring out the extent of customer satisfaction level of Royal Enfield in Dharmapuri.
- ❖ The study will point out the different problems being faced by customers of Royal Enfield Company.
- ❖ The study will help the company to take any decision regarding the upbeat of customer satisfaction.

- ❖ The study will also attend to act as a reference to the other player of the same industry.

1.3 Limitation of the Study

- ❖ The sample is small to be generalized.
- ❖ The study was conducted only for the period of about one month and hence many other constraints with relative customer satisfaction did not surface.
- ❖ The study has been restricted to Dharmapuri town and only to 50 respondents and thus making the sample small.
- ❖ The study is limited to Royal Enfield owners

II. REVIEW OF LITTEARATURE

They were very fast bikes, snidely writes. “The 350 would blow away just about anything on the street up to 70mph or so. In fact, I not only saw the original owner of one of them to do it to just about all of us, at one time or another, including a 500Velo Venom, which was the 2nd fastest (after that day) in our little pack, but also 350 Vipers, (both of them) and everything else came up again. A few years later, I got hold of it, and Rebuilt/Restored it, and once again blew away TR6’s with impunity.

In 1986, Raja Narayanan, a UK civil servant, returned to his home in India and started an export farm for the company to bring the bullet back into England. He got his first 350 into England that year. He was responsible for many of the production change that improved sales and quality over the years. It was the prodigal son returning home. The

bike appeared in UK motorcycle shows in 1989 and at the classic bike show in Stafford in 1990. Canada started importing them three years ago, and the US in 1995.

1960: huge, one –piece alloy cylinder head (big head) casting plus new, larger ‘chunky’ tank for 500. This is also the engine design used for the India Enfield bullet, coil ignition is introduced.

On source, Peter Snidely, says that there were “Moto Cross”(MX) bullets made in this period. The 350 had a cast aluminum head and the 500 cc an iron barrel. Apparently two 350s and two 500cc were imported into Vancouver by Frank Carr in 1957. Carr succumbed to cancer shortly after they arrived and his business stood down at that time. The entire MX bullet that came into Vancouver in 1957 had Lucas Madison on them. They also were equipped with quick-detachable lights and number plates on the rear frame, plus high straight pipes as well. They were very fast bikes. The 350 would blow away just about anything on the street up to 70mph or so. He says they were essentially the bikes that he saw advertised in cycle magazines of the time as the Indian woodsman and warrior-competition models.

The Royal Enfield fury, produced at this time for the US market, is essentially the same bike as the Bullet (both 350 and 500cc models), capable of reaching the 100 mph mark (a f 350cc Enfield tuned by Steve Lind sell in the late 1970s reached 95.64 mph). It deferred from the bullet by having a bullets iron and a higher compression piston (8:9:1 instead of 7:3:1).

III. RESEARCH METHODOLOGY

Research is done for collecting the information that helps to solve certain problems effectively. It is a frame work with a specific logic from the researcher to find out a reasonable solution for a problem. Research is a step by step activity which needs to be accurate and reliable. It is completed when the researcher gets proper solutions for his task. It aims at definite solutions within a particular period. It covers some challenging task such as how, when, where, who and why? Research methodology is way to solve the research problem systematically.

3.1 RESEARCH DESIGN

A research design is basic frame work, which provides guidelines for the rest of research process. It is the map or blueprint according to which, the research is to be conducted. The research design specifies the method of study. Research design is prepared after formulating the research problem and need to be most suitable to solve the problem.

3.2 Sampling Method

Sampling technique used in the study is convenient sampling which comes under the purposive sampling which is also called Non- Random sampling.

3.3 Data Collection

The collection of data is the primary step in statistical investigation. Collection of data is process of enumeration together with the proper recording of results. The success of an enquiry depends upon proper data collection. The methodology of this study involved collection of the primary data and the secondary data.

3.4 Source of Data

Data are the raw materials in which the research works. The task of data

collection begins after research problem has been defined and research design chalked out. The data collection is classified as Primary data and Secondary data.

3.5 Primary Data

Primary data are collected directly by way of using questionnaires as well as public. So it will be reliable and accurate and can easily by respondent.

3.6 Secondary Data

These are data already collected and recorded. Here secondary data were collected from the company's office records like customer register and delivery book, newspapers, official website of Royal Enfield, other web sites, library books and also from previous project reports in related areas.

CONCLUSION

It is clear from the study that the most customers of Royal Enfield are highly satisfied in almost all areas offered by Royal Enfield. And most majorities among the satisfied customers are delighted customers. This study reveals that by way of reducing the lead-time, improving fuel efficiency, service and advertisement and by introducing new models capable to compete with the fresher's in the market, Royal Enfield can easily make the whole customers into highly delighted customers.

AUTHORS' PROFILES

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