

A REVIEW ON CUSTOMER SATISFACTION AT ROYAL ENFIELD – HUBLI- DHARWAD

Jayashree Bankadmani ¹

¹ jbankadmani@gmail.com,

Department of Commercial Practice, K.H.K.I.E Dharwad

Abstract

Customer needs are target factors that plays an important role in building and trusting the customers which leads to profitable business in the nation. Quality products and its performance has a direct impact in achieving positive results. Various scholars has undergone research by applying different methodologies, correlation's and exploring the results. Most of the researcher has considered customer satisfaction as a major role in attracting the demandable needs. Based on the research conducted it was shown that the findings very clearly defining regarding the improvement in product design and development. Our study was focused on the same issues considering based on our literature and feedbacks collected. 75 number of respondents have shared their feedback with balanced positive and negative effects. Considering various parameters like maintenance cost, higher weights of te product, poor performance, less number of dealers, product cost, competitive other dealers. Product after fewer runs was a major issue and drop in performance of the vehicle. This feedback could be treated or improved by the research and development team. Other issues which were focused could be developed in recruiting skillful employees those suits the departments. The above observed findings should be considered as a major parameters by the organization and come up with improved product that suits more number of respondents in their life style. The detailed findings are discussed further in the article with objectives and further scope consideration. [3] [4] [9].

Keywords: Customer, Customer satisfaction, Life style, Parameters , Product Design and Respondents.

1 INTRODUCTION

Customer satisfaction of a firm is always dependent on various factors that governs the success of a products, profits and in developing good customer relationship. Customer satisfaction, is defined in business perspective as “satisfying the customer needs in all the smooth governing aspects of life and key Performance indicator within the business”. Customer satisfaction can greatly achieved by imparting customer relationship management (CRM) in the company. A systematic approach methodologies are an important stage to design succeed in any business of life. [4]. In General human has to deal with different tools, machineries and other materlistic things in their life i,e Small pin to the larger aero planes and machineries in life. Out of these all materlistic things, choice of automobiles utilization by human's was selected, because of the impact and high dense in their demand and supply. Our survey was limited to the Royal Enfield showrooms at Hubli-Dharwad (**KAR**). Royal Enfield was chosen because of its decade's contribution in Indian market and already has built good relationship, trust with the customer's. Our locality has around 2 royal Enfield dealers with their showrooms located at two different twin cities. For improving the efficiency and product performance in terms of sales, an back up study of planning, installation, skilled employee, risk assessment, mainatince upgrading, sales ethics all the above were required and for disposal of a product. Our intense was to go through the customer's review towards the product by using simple tools for developing and maintaining key accounts and improving department efficiencies by various approach and methodologies in future. [1] [6] [7] [12].

OBJECTIVE

The objective of the study is to find customer's integrated view of the product by considering various parameters with chosen number of respondents so that their physical feedback is the basic step in upgrading the changes required in future.

SCOPE

The scope of the present study is confined to the Royal Enfield Dealers ,Hubli- Dharwad. The analysis of study was planned and designed for 2 months period. The frequency of the respondents was chosen to be 75 in No's.

2 LITERATURE REVIEW

Royal Enfield is one of the old and premier automobile manufacturer two wheeler company in india. The large and growing youth's population is a preferred as a customer segment. It's more than a century that they have established in all aspects required for their survivalness of the entire team's. Royal Enfield typically targets a male customer's for the use of two wheeler gear operated motor cycle. The products are generally in 350 CC operated petrol engines which has target people in demand and supply domain. Crore's of customers are using this motorcycle in india from past many year's. Many of the researcher's have done basic finings in studying the customer satisfaction as a major tool considering various number of parameters like, number of respondents as a human or a competator vs customer satisfaction, their interest, age criteria of the people, total cost of the product, loan's provided, service, maintainence, asthetic appearance, fuel economy, services offered (Customer relationship management and many more technicalities involved in design and manufacturing of the product. Outcome of the research performed was as previously declared that the customer relationship and satisfaction, these two as a important main parameter which can be further divided into many other sub parameters for their study. All the above parameters was considered as an important parameters for our study and by using simple mathematical tool and reviewing the article is confined that the indirect approach to find and target more number of customer satisfaction and requirements. [3] [5] [10] [11] [12].

3 METHODOLOGY OF STUDY

The collection of data's was an important step in initiation of the project which was done by grasping certain information from 75 number of respondents. Different standard approach, tools, methodologies was adopted [3] [5] [8] [11].The study is conducted in primary and secondary stages. Basic statistical approach was adopted and observed.

RESOURCES UTILIZED

Royal Enfield

Royal Enfield Automobile manufacture has established in the field from beginning of 19th century to till date. Their products from 90cc to 500 cc are various in categories of their product. Business Division throughout the countries has established in different cities in india. Products has different densities in their sales and but these days 350 cc category bikes are huge in demand and supply segment. Thousand of showrooms have established in different cities and reaching the customer in terms of lakh's of sales in india per year. Our plan was to visit local available dealers that has established showroom with sales, service, manitaince, help desk, stores, accounts, marketing with all required pay rolled staff's. Entire showroom was built and designed matching then company's requirement. Large number of customers was visiting daily to the showrooms and during their visits our required feedback was recorded. [14] [15].

Models Chosen

01- Royal Enfield Bullet

02- Royal Enfield Classic

03- Royal Enfield Thunder Bird



Fig:01



Fig:02



Fig:03

PROMOTIONAL STRATEGIES AND OBJECTIVES

In order to succeed in the market, being competitive and making profit providing good customer needs is an important strategy to improve. Based on the different approaches available Customer Care, Customer Focus, Customer Service Training, Communication, Customer Relationship Management is an important strategy in satisfying the needs. Required promotional strategies are regularly followed by franchise like, marketing tools , techniques and other approaches. [14], [15].

4. DATA ANALYSIS CONDUCTED:

	Frequency of 75 respondents feedback was recorded with different point of view and observation in percentage % ge				
	0-20 % ge	21-40 % ge	41-60 % ge	61-80% ge	81-100 % ge
Particulars	Machismo 500cc ,20 to 25 aged group customer, Newspaper, Websites, High prices, Female customer's, Loan required, Not Satisfied.	References ,45 to 60 aged customers, High maintenance cost, Showrooms locally unavailable, Technical improvements required, Discount availed benefited them.	Cash , Good Mileage, Satisfaction, 35 to 45, Second hand , Magazines, Technical Difficulties, other upcoming brands of companies preferences or choices.	Bullet 500cc, Bullet 350 cc, Friends, Male customers, Ad's, 25 to 35 aged group people , Showrooms Staff availability.	- - - - - -

Tabel:1

DISCUSSION:

Feedback observed and taking that as a reference and by using simple tools and applying different methodologies. Results explored results in deviation of profiles which is an important point of analysis based on the data explored refer table 1. Majority of the respondent's showed an interest in the products and its performance. 25 to 35 aged people who were students, professional showed a maximum purchasing strength in the number of sales. So based on the results observed company has to target in awareness and other promotional strategies in attracting the same aged group people. Average number of people responded with average fuel economy which needs to be focused further in technical parameters of the details. Maximum number of respondents satisfied with feel and comfort ride as a performance, but fewer group of respondents shared their improvement view as smoothening the performance with less reduced vibrations involved in the vehicle. Few of the groups felt as fewer localities of dealer available at their location at a lesser distances. Skillfulness of the employee also plays a challenging role in defining the product in comparison with the other brands where they have to indulge with technical knowledge details and marketing, sales strategies which needs to be improved in training and empowering the employee which guarantee for their survival which is the present acceptance needs to be defined as important. Weight aspects could be a bitter results loosing an interested high aged group customers which is an product design manufacturing point of view. All the above analysis can be concluded further in detail.

5 CONCLUSION :

Review of 75 number of respondents from a showroom dealers located at Hubli-Dharwad locality. The franchise was established according to the design and developing standards in all the aspects of marketing, sales and services offered. Maximum number of respondents were interested in the design availability for a particular models in 350 cc in bullet and classic. Technical Details and ride performance was accepted by more number of respondents. Service and maintenance problems after fewer runs was a bit high in real time application. This shows a product design department responsibility to increase the smoothness of engine performance which directly affects the customer needs and requirements. Improving in fuel economy and technical details for getting higher performance is a big revenue challenging in higher science and technology which leads to huge revenue contribution at the initial stages. The main common observation was loosing the customers in some parameters like example Reducing the weight is an important factors, improving the softness with minimum technological features. However the features can added additionally but the product utilization is a riding comfort that can achieved only by design and manufacturing with minimal technology contribution. Necessary actions could be defended only after its initiation and further progress and findings.

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