

**A STUDY ON CUSTOMER SATISFACTION TOWARDS ROYAL
ENFIELD BIKES WITH SPECIAL REFERENCE TO COIMBATORE**

It has been submitted in partial fulfilment for the award of the degree of
**BACHELOR OF BUSINESS ADMINISTRATION WITH COMPUTER
APPLICATIONS**

Submitted by

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(Reg.No.17BBA007)

Under the guidance of

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Assistant Professor, Department of Management

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RATHINAM COLLEGE OF ARTS AND SCIENCE

(AUTONOMOUS)

(Affiliated to Bharathiar University, Accredited by NAAC, Approved by

AICTE AND ISO 9001:2008 Certified)

Eachanari, Coimbatore -641021.

CERTIFICATE

This is the project report done on **A STUDY ON CUSTOMER SATISFACTION TOWARDS ROYAL ENFIELD BIKES WITH SPECIAL REFERENCE TO COIMBATORE** submitted to **Rathinam College of Arts & Science (Autonomous)**, in partial fulfilment of the requirements for the award of the degree of **Bachelor Of Business Administration with Computer Application** is a record of original project work done by **RANJITH. M (Reg.No.17BBA007)** during the period 2017-2018 of his study in the Department of Management, at **Rathinam College of Arts & Science (Autonomous)** under my supervision and guidance

Place:

Date:

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.....
Signature of the Guide

Counter Signed by

.....
Signature of the Head of the Department

.....
Signature of the Principal

Viva - Voce Examination Held No

DECLARATION

DECLARATION

I **RANJITH. M** hereby declare that the project report done on **A STUDY ON CUSTOMER SATISFACTION TOWARDS ROYAL ENFIELD BIKES WITH SPECIAL REFERENCE TO COIMBATORE** submitted to **Rathinam College Of Arts And Science (Autonomous)**, in partial fulfilment of the requirements for the award of the degree of **BACHELOR OF BUSINESS ADMINISTRATION** with computer application is a project work done by me during 2017-2018 under the supervision and guidance of **Ms.R.T.Induji.,MBA.,(P.HD).** Assistant Professor, Department Of Management, Rathinam College Of Arts Science (Autonomous), Rathinam Techzone, Coimbatore- 21

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Signature of the candidate
Reg.No.(17bba007)

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1. INTRODUCTION TO THE STUDY

Marketing is the process of performing market 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. The study aims to understand the reason for purchasing royal enfield, about the experience, promotional campaign and customer satisfaction towards royal enfield

CUSTOMER SATISFACTION

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.

MOTORCYCLES (1900 - 1910)

1904-Four Wheelers and Three



Buoyed by success, Smith and Eadie decided to extend the range of quadric cycles and tricycles to include motorcars. The first Royal Enfield cars were built in 1901 and were on the road in 1902. It was an 8hp, using a DE Dion engine. The body was made in Leicester and painted yellow hence car was known as 'The Yellow Car'. But this was just a temporary phase, a wild romance that was soon to die.



1909-Motorcycle Craze

It would be interesting to note here that motorcycling was thought to be a temporary enthusiasm that would soon fade out! A brief spin on a motorbike then took several hours of preparations - tuning the tiny water-cooled engine, getting the tires pumped, the gears oiled and a supply of spare parts packed. In 1909, Royal Enfield took the biking world by surprise. At the motorcycle show that year, they displayed a small 2 1/4 hp V twin-engine machine built in the Swiss tradition, which ran very well. A slightly larger model was developed in 1911. A 2 3/4 hp, with all chain drive incorporating the well-known Enfield two-speed gear. This model stood up until 1914.

THE ROYAL ENFIELD BIKES (1911 - 1920)



1911-Enfield and the War

The First World War began in 1914. Royal Enfield was called on to supply motorcycles to the British War Department and even awarded a contract to build bikes



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.

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2007

Royal Enfield launches the all new limited edition Machismo 500LB with customized accessories.

The legendary Bullet 350 needs no introduction. Now Bullet 350 is with all new UCE engine. This classic machine has kept place with advances in engineering and ergonomics without diluting its impeccable pedigree.

A long wheel base and bigger tires provide increased stability and road grip, making it ideal for long distance travel. Its aristocratic black & gold livery and thumping engine beat remind passers-by that they are in the presence of automotive royalty.



thunder bird, 10.7% of respondents are using bullet 350, 9.3% of respondents are using others, 5.3% of respondents are using bullet electra, 4.0 of respondents are using machismo 500.

CHART NO.4

Chart showing the presently own model of royal enfield

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TABLE NO.5

Table showing how the respondents did purchased the bike

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid CASH	34	45.3	45.3	44.0
LOAN	41	54.7	54.7	98.7
Total	75	100.0	100.0	

Interpretation:

From the above table it is inferred that 54.7% of respondents are purchase the bike through loan, 45.3% of respondents are purchase the bike through cash.

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CHART NO.5

Chart showing how the respondents did purchased the bike

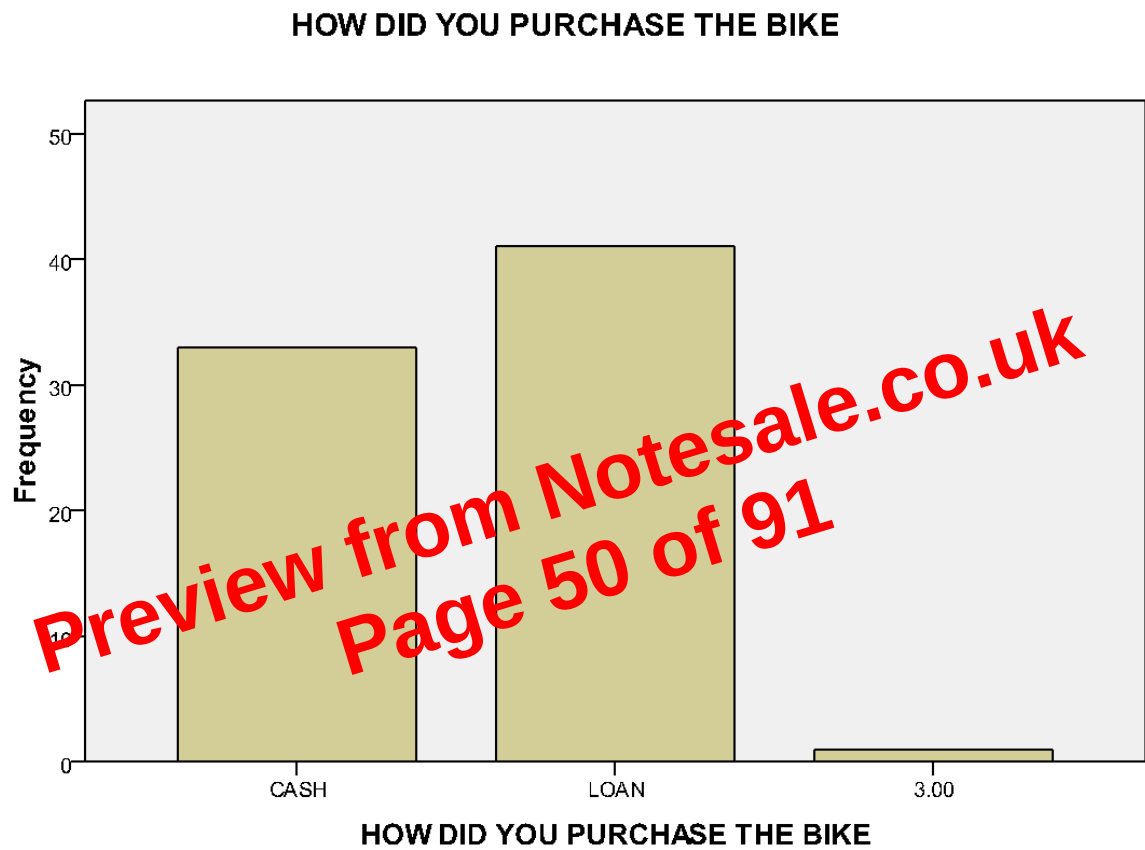


TABLE NO.6

Table showing consideration of other motorcycle while buying the royal enfield bike

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	YES	44	58.7	58.7	58.7
	NO	31	41.3	41.3	96.0
	Total	75	100.0	100.0	

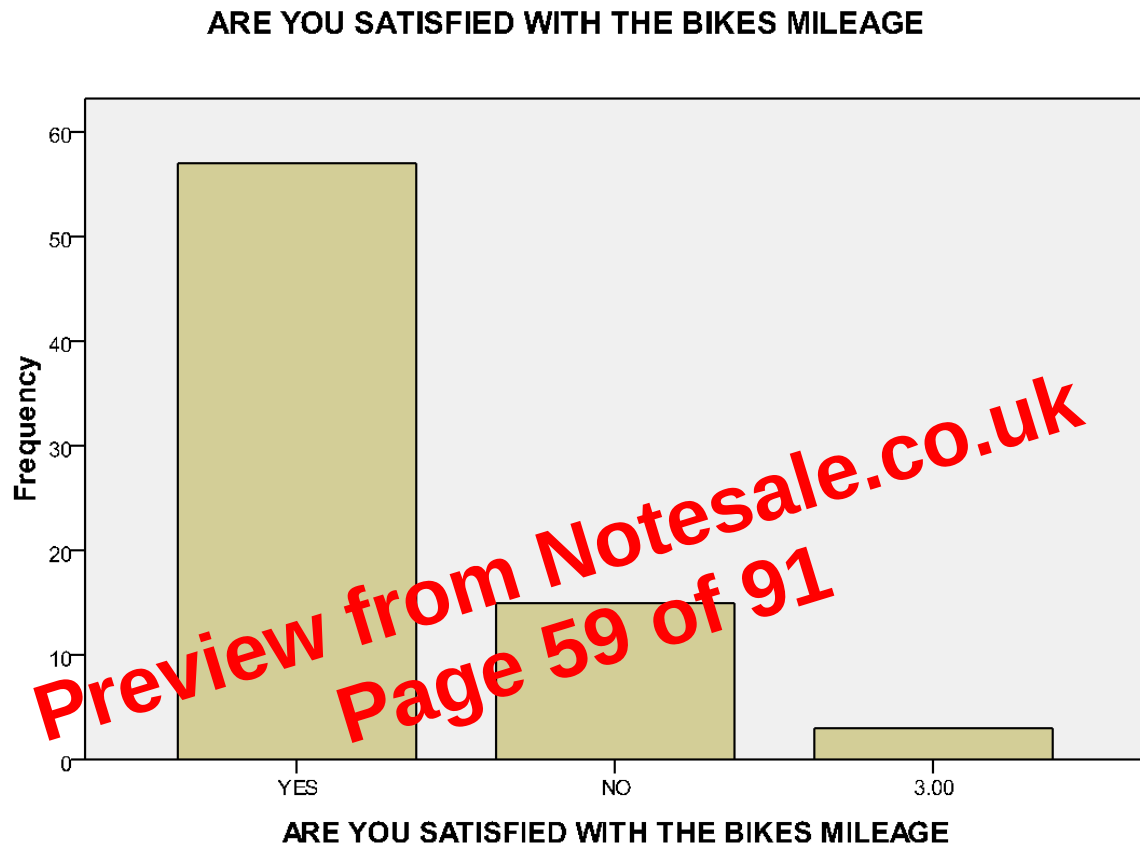
Interpretation:

From the above table it is inferred that 58.7% of respondents are consider other motorcycle while buying the royal enfield bike, 41.3% of respondents are consider other motorcycle while buying the royal enfield bike.

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CHART NO.9

Chart showing the satisfaction of bike mileage



respondents are neutral to action taken by the company to the complaint of the customer, 12.0% of respondents are strongly agree to action taken by the company to the complaint of the customer and 12.0% of respondents are strongly disagree to action taken by the company to the complaint of the customer.

CHART NO.19

chart showing the actions taken by the company to the complaints of the customer

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		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1-2	22	29.3	29.3	29.3
	3-4	22	29.3	29.3	58.7
	MORE THAN 5	31	41.3	41.3	100.0
	Total	75	100.0	100.0	

Interpretation:

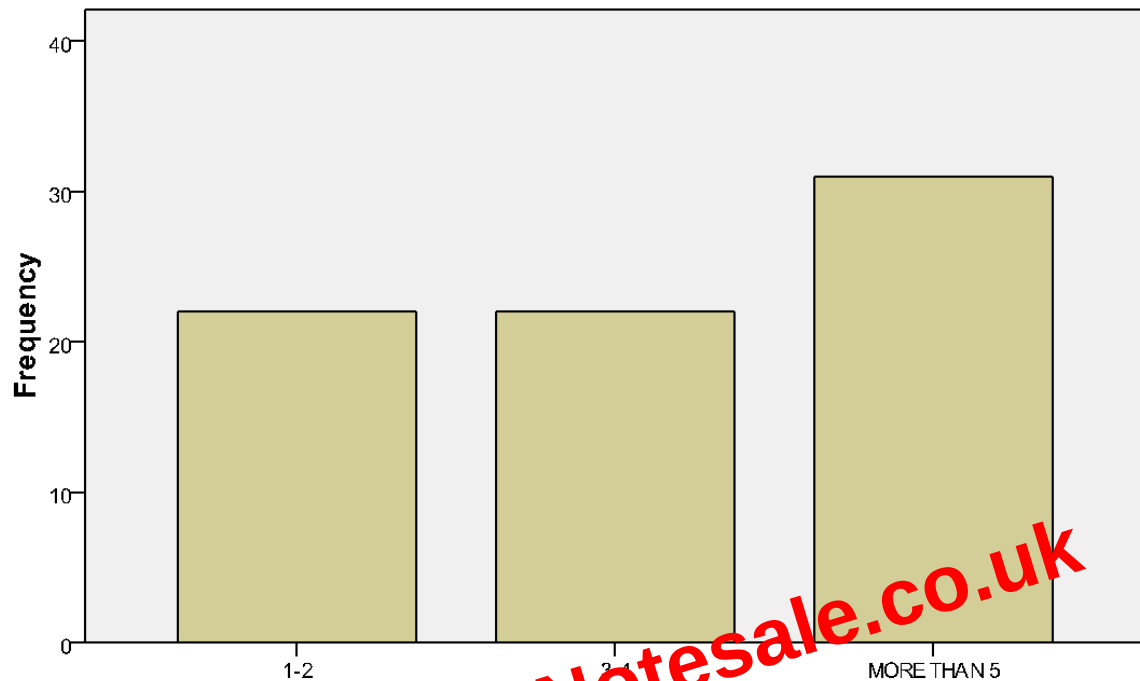
From the above table it is inferred that 41.3% of respondents are suggested their friends and relatives more than 5 times to purchase the royal enfield bike, 29.3% of respondents are suggested their friends and relatives 3-4 times to purchase the royal enfield bike, 29.3% of respondents are suggested their friends and relatives 1-2 times to purchase the royal enfield bike

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CHART NO.20

Chart showing how many times respondents suggested their friend and relatives to purchase the royal enfield

**HOW MANY TIMES HAVE YOU SUGGESTED YOUR FRIEND OR RELATIVES
TO PURCHASE OF ROYAL ENFIELD BIKES**



**HOW MANY TIMES HAVE YOU SUGGESTED YOUR FRIEND OR RELATIVES
TO PURCHASE OF ROYAL ENFIELD BIKES**

FINDING

- Majority of (86.7%) respondents are in the age of 18 – 25 years.