

# Customer Expectation for Improvising the Comfortability of Royal Enfield two Wheelers

J. Kannan, D. Venkatrama Raju

**Abstract:** *The LPG policies have lead to unremitting raise in rivalries which have eventually resulted in transformation in row by the universal values as fit as in considerable slice in price. Advertising of automobile investment company and bank division have too played a noteworthy position in boost vehicle require, particularly since the residents in the center revenue set. Currently numerous global brands like Honda, Suzuki, are rival with Indian brands such as Royal Enfield, Hero Honda, Bajaj, TVS, and Kinetic to imprison Indian Markets. These company track diverse advertising strategy have resulted in creation the end user the main input for winner in the business The genuine test is to create charmed clientele and additional highly faithful consumers. Customers are the sovereign and lacking fulfilling their wants nothing be able to live in the business spirited globe. The present study aims to investigate the consumer perception and satisfaction towards Royal Enfield Bike.*

**Keywords:** *Automobile Investment, Advertising Strategy, Consumer perception*

## I. INTRODUCTION

Automobile manufacturing is one of the major industries in the international market. Being the head in manufactured goods and practice technology in the modern sector, it has been standard as one of the drivers of monetary increase. In modern years, healthy heading for hard work have been made to offer an innovative appear and way to the automobile rule for realize the sector's complete possible for the financial system[1]-[4]. Every product offer novel intended to convene and go beyond the prospect of the clients. Perceptive and thoughtful the purchaser behavior is not at all easy for the sellers. It is mainly hard that to recognize what a user perceives regarding the product. Clients might declare single obsession except act an additional. They might not exist in feel among their deeper motivation. They are influenced by several factors and that modify their mind at the preceding instant. It is being tough to satisfy the nearby day customers. The advertisement aware civilization twisted smarter and additional price aware and in rotate extra challenging and fewer merciful. They depart the competitor with parallel or at period still improved offer. So the face up to is not to construct for clients, some compact might act it.

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## II. SCOPE OF THE STUDY

The learn help in have an attentiveness of client awareness towards Royal Enfield. Since the manufactured goods have a good quality standing in the marketplace, this learning resolve assist to identify to how Royal Enfield missing their hold in motor bike business for the past years[5]-[8]. It also helps us to enhance our realistic information towards promotion of a business.

### A. Objective

1. To analyses the consumer perception towards the Royal Enfield Bike.
2. To identified the customer awareness level of Royal Enfield bike and its different models.
3. To study the satisfaction of respondents on the performance, features, service ability and company image of Royal Enfield Bike.
4. To measure the Satisfaction level of people towards the Royal Enfield Bike.
5. To investigate the consumer insight towards services obtainable by Royal Enfield Bike and recital of the motor cycle.
6. To get feedback on what consumer expects from Royal Enfield Bikes.

### B. Hypothesis

1. There is no significance relationship between Age and source of information[9]-[11].
2. There is no significance relationship between Educational qualification and Feature for respondents while purchase a bike.
3. There is no significance association among earnings level and acquire the bike.

## III. RESEARCH METHODOLOGY

Methodology is defined as the specification of methods and procedures for acquiring the information needed. It is a plan or a framework within which the research has been undertaken.

### A. METHOD OF SAMPLING

Sampling is a process of obtaining the information about an entire population by examining only a part of it. For the purpose of this study the researcher has used the Convenience sampling method

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and selected 100 customers randomly for the survey.

### B. CONSTRUCTION OF TOOLS

The tool used for collecting data was questionnaire. A questionnaire is simply formalized schedule to obtain and record specified and relevant information, with tolerable accuracy and completeness[12]-[15]. The questionnaire is carefully constructed and properly setup. A Pilot study was conducted on a sample size of 20 respondents, right at the beginning of the survey. Based on the Pilot survey the researcher made a number of alterations in the questionnaire, to aid proper survey.

### C. SOURCE OF DATA

Both the primary data and the secondary data are taken into account for the purpose of the study.

### D. PRIMARY DATA

Primary data have been collected from among the target group (sample) by administering the questionnaire among the selected sample.

Statistical tools applied for the analysis of data are percentage analysis and Chi-square test.

## IV. RESULTS AND DISCUSSIONS

- 45% of the respondents' age is below 25 years.
- Majority (100%) of the respondents are male.
- It is clear that 70% of the respondents are post graduate
- It is ascertained that 55% of the respondents were working in service sector.
- It is analyzed that 55% of the respondents' level of Income are in between Rs.5000-15000.
- It is found that 95% of the respondents have knowledge about Royal Enfield bike[16]-[19].
- It is inferred that 45% of the respondents' sources of information about Royal Enfield from Friends and relatives.
- 40% of the respondents used model were classic 500 cc.
- It is found that 65% of the respondents most required feature while purchase bike were style and power.
- It is ascertained that order of the purchase preference given Rank One obtained Royal Enfield.
- It is analyzed that 35% of the respondents owned model of Royal Enfield are others.
- It is showed that 55% of the respondents' mode of purchase was loan.
- It is found that 60% of the respondents buy the Royal Enfield while consider other motor cycle.
- It is clear that 30% of the respondents' are compare with other bike and cc.

- It is analyzed that 40% of the respondents purchase through showroom[25].
- It is ascertained that 60% of the respondents are felt rarely about frequency of breakdown.
- 85% of the respondents prefer to purchase from showroom.
- 100% of the respondents are pleased with parts.
- It is found out that 70% of the respondents felt that the spare parts are readily available.
- It is inferred from the table that 40% of the respondents felt that there is high price low mileage.
- It is clear from the table that 70% of the respondents' level of satisfaction with respect to power and pickup are good.
- It is indicated that 65% of the respondents' level of satisfaction with respect to comfort and safety are good.
- It is found out that 65% of the respondents' feel the service are good[20]-[22].
- 35% of the customers' friends felt that the bikes are high cost and low mileage.
- It is found out that 40% of the respondents not purchased due to high price.
- It is inferred that 60% of the respondents done service at showroom.
- It is ascertained that 90% of the respondents felt that they satisfied with their replies.
- It is indicated that 55% of the respondents suggested less than 2 times to friends and relatives to purchase Royal Enfield Bike.

## V. SUGGESTIONS

- Company tries to reduce the price.
- Company provides enough information regarding effective maintenance[23]-[24].
- Make use of additional promotional technique to develop the sale in upcoming. Perform additional path show/open exhibit that creates public awareness.
- It also produces bikes for women.

## VI. CONCLUSION

Introduction of different models is one of the biggest threats to other two wheeler manufacturer. It holds an imperative put in the mind of



buyer by given that well-organized service and enhanced goods. Manufactured goods competence and discover are the technique they exist up nowadays. Consumer perception towards Royal Enfield motor cycles is extremely excellent.

It have shaped a incredibly high-quality make picture used for itself by on condition that small preservation, smooth look model the length of through well-organized following sale services and it have involved each group of clientele.

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