



A STUDY ON CUSTOMER SATISFACTION TOWARDS ROYAL ENFIELD BIKE IN MADURAI CITY

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ABSTRACT:

This study investigates customer satisfaction towards Royal Enfield bikes in Madurai City, aiming to assess the key factors that influence customers' perceptions and experiences with the brand. The research focuses on evaluating aspects such as product quality, after-sales service, pricing, and brand image, all of which contribute to the overall satisfaction of Royal Enfield motorcycle owners. Data for this study was collected through surveys and interviews with Royal Enfield bike owners in Madurai, analyzing their experiences with the bikes and the services provided by the company. The findings suggest that product quality, particularly the performance and design of the bikes, plays a significant role in customer satisfaction, while after-sales service and the availability of service centers are also crucial factors influencing loyalty. Additionally, the pricing and brand image are identified as key determinants of the customer's decision to purchase and recommend Royal Enfield motorcycles. Based on the results, the study provides recommendation for enhancing customer satisfaction, including improving customer service, addressing pricing concerns, and strengthening brand engagement in Madurai. This research contributes valuable insights into the customer satisfaction dynamics of the Royal Enfield brand in a regional market offering guidance for improving customer retention and market positioning.

KEYWORDS:

CUSTOMER SATISFACTION, ROYAL ENFIELD, MOTORCYCLE INDUSTRY, PRODUCT QUALITY, AFTER-SALES SERVICE, PRICING CUSTOMER LOYALTY.

1.1 INTRODUCTION

Royal Enfield, a brand known for its iconic motorcycles, has become a symbol of durability, style, and performance in the Indian market. Established over a century ago, Royal Enfield is recognized for producing heavyweight motorcycles that blend classic design with modern technology. In recent years, the brand has gained a significant following, not only across India but also globally, particularly in cities like Madurai, where motorcycles are a popular mode of transport and leisure. In Madurai, a city known for its rich cultural heritage and vibrant motorcycle community, Royal Enfield has carved out a substantial market share. The city's dynamic automotive culture, coupled with the increasing preference for premium motorcycles, has contributed to Royal Enfield's growth in the region. As a result, understanding customer satisfaction with Royal Enfield bikes in Madurai is crucial for the company to strengthen its brand presence, improve customer loyalty, and stay competitive in a rapidly changing market. Customer satisfaction plays a pivotal role in determining the success

of any business, especially in industries like the motorcycle market, where customer loyalty and word-of-mouth recommendations can significantly impact brand reputation. Factors such as product quality, performance, pricing, after-sales service, and the overall ownership experience can greatly influence customer satisfaction. This study aims to explore customer satisfaction towards Royal Enfield motorcycles in Madurai, identifying the key drivers behind customers' decisions to purchase, use, and recommend the brand. It will examine the factors that contribute to satisfaction, such as the performance of the bikes, the quality of after-sales service, the pricing strategy, and the overall brand perception in the region. By gathering insights from existing customers, the study will highlight areas where Royal Enfield can enhance its offerings to ensure higher levels of customer satisfaction and loyalty. The findings of this research will provide valuable feedback for the company, helping it to address customer concerns, improve services, and further strengthen its position in Madurai and other similar

markets.

1.2 STATEMENT OF THE PROBLEM

Royal Enfield has established a strong presence in the Indian motorcycle market, including in cities like Madurai, where there is a growing demand for premium, stylish motorcycles. Despite its popularity, there is limited research into the specific factors influencing customer satisfaction with Royal Enfield motorcycles in the Madurai region. The brand faces significant competition from other motorcycle manufacturers offering similar products at competitive prices, and maintaining high levels of customer satisfaction is crucial for ensuring continued market dominance and customer loyalty. While Royal Enfield is known for its robust design, performance, and nostalgic appeal, there may be varying customer perceptions regarding product quality, pricing, after-sales service, and the overall ownership experience. Issues such as availability of spare parts, the efficiency of service centers, and the cost of maintenance may affect customer satisfaction, which can ultimately influence repeat purchases and brand loyalty.

1.3 OBJECTIVES OF THE STUDY

1. To assess the overall customer satisfaction levels towards Royal Enfield motorcycles in Madurai city.

- Evaluate how satisfied customers are with the performance, quality, and design of Royal Enfield bikes.

2. To evaluate the effectiveness of Royal Enfield’s after-sales service in Madurai.

- Assess the quality of service centers, ease of maintenance, availability of spare parts, and customer support.

1.4 METHODOLOGY

PRIMARY DATA:

- A structured questionnaire had been used to collect responses from customers Royal Enfield motorcycles. The survey will consist of both closed and open-ended questions to gather quantitative and qualitative data.
- Interviews: In-depth interviews will be conducted with a select group of customers, dealers, and service center representatives to gather qualitative insights into customer experiences and satisfaction.

SECONDARY DATA:

- The secondary data were collected from records of journals, periodicals, research articles, magazines, reports, newspapers, encyclopedia and websites.

1.4.1 RESEARCH DESIGN

1. TYPE OF RESEARCH

- Descriptive Research: This study is primarily

descriptive as it aims to describe and analyze customer satisfaction with Royal Enfield motorcycles in Madurai. Descriptive research helps in understanding the characteristics of the customer experience, including product quality, after-sales service, and customer loyalty.

2. RESEARCH APPROACH

The research work was conducted in Madurai City through structured questionnaire and collected from 50 respondents. The research had been covered by using convenient sampling method.

1.5 DATA ANALYSIS

TABLE - 1

DEMOGRAPHIC PROFILE OF THE RESPONDENTS

Sl.No	Variable		No. of respondents	Percentage
1.	Gender	Male	28	28
		Female	22	22
2.	Age Group	18-20	15	15
		21-35	18	18
		36-50	10	10
		50 and above	7	7
3.	Educational Qualification	Under Graduate	25	25
		Post Graduate	25	25

Source: Primary Data

It could be seen from the above table that out of 50 respondents, 28 percentage of the respondents were males and 22 percentage of the respondents were females. It could be seen that majority of the respondents were males. After dividing the respondents on the basis of gender, they were further divided according to their age groups. It could be seen that 28 percentage of the respondents were lying under the age group of 21-44 years. Based on their education 25 percentage of the respondents were under graduates followed by post graduates (25 percentage).

TABLE - 2

COLOUR PREFERENCE FOR ROYAL ENFIELD BIKE

Sl.No	Colour	No. of respondents	Percentage
1.	Red	7	7
2.	Black	15	15
3.	Silver	8	8
4.	Green	10	10
5.	Brown	10	10
	Total	50	50

Source: Primary Data

It could be seen from the above table that out of 50 respondents 15 percentage of the respondents prefer black colour bike for their choice. 8 percentage of the respondents prefer silver colour, 10 percentage of the respondents like green colour and 10 percentage of the respondents like brown colour bikes and the remaining 7 percentage of the respondents prefer red colour.

1.6 FINDINGS AND SUGGESTIONS

1.6.1 FINDINGS

- Twenty eight of the respondents were male.
- Eight percentage of the respondents lying under the age group of 21-35 years.
- Twenty five percentage of the respondents were under graduates.
- Fifteen percentages of the respondents prefer black colour Royal Enfield Bikes.

1.6.2 SUGGESTIONS

- ❖ Enhance after-sales service and reduce repair delays.
- ❖ Launch affordable models for price-sensitive customers.
- ❖ Expand dealership network and increase test ride opportunities.
- ❖ Integrate advanced features like ABS and mobile connectivity to meet modern customer expectations.
- ❖ Strengthen customer loyalty programs and gather continuous feedback to improve satisfaction.

1.7 CONCLUSION

In conclusion, this study on customer satisfaction towards Royal Enfield motorcycles in Madurai highlights the key factors that influence customer perceptions, experiences, and overall satisfaction with the brand. Through the combination of quantitative and qualitative data analysis, several important insights have been drawn.

Firstly, Royal Enfield's brand reputation, motorcycle performance, and design received significant praise from customers. However, aspects such as after-sales service, pricing, and maintenance costs emerged as areas that require attention for further improvement. Customers in Madurai generally value the premium nature of Royal Enfield bikes, but they expect greater value in terms of service quality, availability of spare parts, and pricing transparency.

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