

1. Harrison & Albertsons (2001). 'The Theory of Planned Behaviour; A Journal of Research Methods for Business Students.41(5). P 201-210.
2. Kim &Karpova (2010). Marketing and Logistics. A Journal of Customer Value Perspective.43(3). P 137-147.
3. 3Dr. M. Nirmal (2019): "Consumer Satisfaction Towards Two Wheeler", Think India Journal, Vol.22, Dec 2019, ISSN:0971-1260. 4Mr. P. Kanagaraj(2020):
4. "A Study on Consumers Satisfaction Level Towards Yamaha Motors with Special Reference to Yamaha R1", International Journal of Research and Development, Vol.5, Dec 2020.

Emperor Journal of Marketing

ISSN:2583-0686

Mayas Publication®

www.mayas.info

Volume-V

Issue-II

February-2025

Customer Satisfaction of Royal Enfield Two-Wheeler Services at Oxina Motors, Tiruchirappalli

Dr.L. Asid Ahamed

Assistant Professor

PG & Research Department of Commerce (SF-Men)

Jamal Mohamed College (Autonomous), Tiruchirappalli

M. Balamurugan

II M Com 'A', PG & Research Department of Commerce (SF-Men),

Jamal Mohamed College (Autonomous), Tiruchirappalli

Abstract

Customer satisfaction is a basic metric level that reflects the customer's expectations are met by a product or goods. It assists as a critical element of business success, impelling the customer loyalty,

recurrence of purchasing habit, good word of mouth and brand reputation. Furthermore it explores the concept of customer satisfaction and its significance role played in the competitive market. The study discusses the key elements affecting satisfaction level of customer includes product quality, service, price vale and overall customer experience. Add on to the above said it examines various methods and tools were used to measure and fulfill the customer satisfaction through surveys and feedback and maintain the record of customer relationship management systems. The study understands the essential need of the business and aim to thrive customer metric environment which fulfills the customer expectations.

Keywords: Customer Satisfaction, Product Quality, Service, Price Vale and Overall Customer Experience.

I. INTRODUCTION

Customer satisfaction is defined as a measurement that determines how happy customers are with a company's products, services, and capabilities. Customer satisfaction information, including surveys and ratings, can help a company determine how to best improve or changes its products and services. Customer satisfaction is a measure of how happy customers are with a company's products, services, and capabilities. It's a key factor in a business's success. Customer satisfaction is much more important because to create customer loyalty, increase customer lifetime value and profitability to sustain in the market. Customer satisfaction can be measured through surveys and ratings, customer effort score and net promoter score. Similarly to improve the Customer satisfaction the companies and showrooms has to listen to words of customers, provide proactive customer support, act on customer feedback, personalize the user experience, follow up with customers and provide prompt and effective solutions.

The headquarters of the international Indian motorbike manufacturer Royal Enfield are located in Chennai, Tamil Nadu. The oldest motorbike brand in continuous production worldwide is Royal Enfield, including its original English origins. The business runs manufacturing facilities in Chennai, India. Founded in 1955, Royal Enfield is the manufacturer of the well-known bullet brand in India. The first bike was made in 1901. They are among the most well-known and oldest due to their rough appearance and power stability. Since their initial model, Royal Enfield

has been improving their motorcycles to ensure complete customer satisfaction and stay abreast of industry developments. Therefore, the primary goal of this study is to analyze Royal Enfield's customer satisfaction.

Objectives of the Study

The following are the objectives of the study that the researcher focused in his research.

1. To review the important factors that influences the selection of Royal Enfield bikes
2. To identify the impact of age category and their level of satisfaction towards the selection of Royal Enfield bikes.

Purpose of the Study

The increasing level of customer satisfaction will definitely increase the customer loyalty. The marketer has to take necessary step to overcome this particular problem and retain their customers.

Hypotheses of the Study

Based on the research questions the following hypotheses been structured for further analysis.

1. There is no significant difference between Age category and level of Satisfaction towards the quality of material and build quality
2. There is no significant difference between Age category and level of Satisfaction towards performance
3. There is no significant difference between Age category and level of Satisfaction towards purchase experience
4. There is no significant difference between Age category and level of Satisfaction towards responsiveness and customer-care service
5. There is no significant difference between Age category and level of Satisfaction towards the value for money
6. There is no significant difference between Age category and level of Satisfaction towards the availability of more dealerships

Scope of the study

The researcher in his survey covers Tiruchirappalli city only and also focused on the customers of **OXINA MOTORS**. The study makes it to

understand and find out the consumers level of satisfaction on Royal Enfield bikes. It helps to identify consumer preference of Royal Enfield bikes and covers various elements of customer satisfaction.

Research Design

The data collection is made through both primary and secondary sources. By preparing suitable questionnaire with necessary questions were distributed among the customers of **OXINA MOTORS**. Descriptive type of research instrument is followed and the sample size is around 100 responses. Chi Square Analysis is calculated to identify the association between the age category and the elements of customer preference such as the quality of material and build quality performance, purchase experience, responsiveness and customer-care service, value for money and availability of more dealerships.

Review of Literature

ASukumar&M Vishnuvardhan (2023) researched in their study “A Study on Consumer Satisfaction on Royal Enfield with Special Reference to Coimbatore City”. The purpose of the study on customer satisfaction would help us to understand the wants of the customers. The study also includes various factors mode of buying, sources of stimulation, influencing factors, perception of customers towards price and performance .The study suggested to improve modern features and factors influencing the customers to buy the Royal Enfield bike.

D Vijaya Lakshmi et. al. (2015) has completed their study on purchaser pride close to exclusive brands distinct brands of two-wheelers. Their take a look at place turned into constrained Coimbatore metropolis wherein respondents are local of the city. They located of their observe at wheelers help humans to mention clean and convenient journey of their everyday recurring as it cleans to power and take care of. Additionally, they concluded that excessive price of two- wheelers.

Khade (2019) 2 researched if Royal Enfield customers in Coimbatore city were satisfied customers. The study gathered information on the impact of demographic factors on consumer buying behaviour. The study concluded that company image and riding comfort got higher points while mileage, model design and colour choices could not get similar ratings.

A Ranjitha and Vishnu in their Research study proposed the purpose of this study is to investigate consumer satisfaction with Royal Enfield, a

popular motorcycle brand in India. The study utilizes a quantitative approach and collects data through a survey questionnaire administered to a sample of Royal Enfield motorcycle owners. The questionnaire includes questions related to product quality, after-sales service, brand image, and overall satisfaction. The results indicate that overall satisfaction with Royal Enfield is high, with the majority of respondents reporting satisfaction with the product quality and after-sales service.

Praveen et. al. (2022) researched "A Study on Customer Perception Towards Royal Enfield (Sholinganallur, Perungudi, Adyar Zones)". The customer perception is a marketing concept that encompasses a customer's impression, awareness and consciousness about a company's offerings. Customer perception is typically affected by advertising, reviews, public relations, social media, personal experiences and other channels, customer perception plays a vital role in a company's ability to attract new customers and to retain existing customers.

Lakshmi Priya (2016) has conducted research on consumer delight among the users of Honda wheelers. The examiner revealed that maximum of the clients had been glad with the emblem photo and mileage of Honda bikes. Protection price changed into considered a crucial thing and determined first-class of the concern.

R. L. Polk & Co.: Making Every Issue of Annual customer survey. Researcher able to discover opportunities for improvement in customer contact and issue resolution. By following the same steps for every issue and performing full root cause analysis for 100% of issues, Polk increased operational excellence and improved customer satisfaction. Move from Product to Customer Centric (Quality Progress) "Customer centricity" is about listening to your customers, with a focus on collecting, understanding, and acting on customer feedback and providing tools for easy access to this information. Don't Measure Customer Satisfaction (Quality Progress) Customer perceived value is a better alternative to traditional customer satisfaction measurements.

Analysis and Inferences

Chi Square Analysis

Chi-square analysis is a statistical test that compares observed data to expected data to determine if there is a relationship between variables. The Chi-Square test is a statistical procedure for determining the difference between observed and expected data. This test can also be used to decide whether it correlates to our data's categorical variables. It

helps to determine whether a difference between two categorical variables is due to chance or a relationship between them.

Table 1: Association between Age category and level of Satisfaction towards the quality of material and build quality

Particulars	Age Category	Satisfaction level towards the quality of material and build quality					Total
		Highly Dissatisfied	Dissatisfied	Neutral	Satisfied	Highly Satisfied	
Age	18-24	7	8	10	13	44	82
	24-30	1	3	4	6	7	21
	30-40	5	5	1	4	6	21
	Above 40	8	5	4	3	9	29
	Total	21	21	19	26	66	153

Chi Square = 20.113

Table Value = 21.026

df= 12

Sig. = 0.05

In the above Table 1, the calculated Chi-square value (20.113) is less than the table value (21.026) at the level of 5% significance. Hence, null hypothesis is accepted, thus, there is no significant association between Age category and satisfaction level towards quality of material and build quality.

Table 2: Association between Age category and level of Satisfaction towards performance

Particulars	Age Category	Satisfaction level towards performance					Total
		Highly Dissatisfied	Dissatisfied	Neutral	Satisfied	Highly Satisfied	
Age	18-24	9	9	31	10	23	82
	24-30	4	3	2	6	6	21
	30-40	2	2	3	7	7	21
	Above 40	5	2	14	5	3	29
	Total	20	16	50	28	39	153

Chi Square =19.456

Table Value = 21.026

df= 12

Sig. = 0.05

In the above Table 2, the researcher intended to calculate Chi-square value (19.456) is less than the table value (21.026) at the level of 5% significance. Hence, null hypothesis is accepted, thus, there is no significant association between Age category and satisfaction level towards performance.

Table 3: Association between Age category and level of Satisfaction towards purchase experience

Particulars	Age Category	Satisfaction level towards purchase experience					Total
		Highly Dissatisfied	Dissatisfied	Neutral	Satisfied	Highly Satisfied	
Age	18-24	9	9	31	10	23	82
	24-30	4	3	2	6	6	21
	30-40	2	2	3	7	7	21
	Above 40	5	2	14	5	3	29
	Total	21	2	24	44	42	153

Chi Square =18.685

Table Value = 21.026

df= 12

Sig. = 0.05

In the above Table 3, the estimated Chi-square value (18.686) is less than the table value (21.026) at the level of 5% significance. Hence, null hypothesis is accepted, thus, there is no significant association between Age category and satisfaction level towards purchase experience.

Table 4: Association between Age category and level of Satisfaction towards customer care service

Particulars	Age Category	Satisfaction level towards customer care service					Total
		Highly	Dissatisfied	Neutral	Satisfied	Highly	

		Dissatisfied				Satisfied	
Age	18-24	9	7	14	21	31	82
	24-30	3	3	1	7	7	21
	30-40	2	2	1	8	8	21
	Above 40	4	10	5	5	5	29
	Total	18	22	21	41	51	153

Chi Square =19.433

Table Value = 21.026

df= 12

Sig. = 0.05

In the above Table 4, the computed Chi-square value (19.433) is less than the table value (21.026) at the level of 5% significance. Hence, null hypothesis accepted, thus, there is no significant association between Age category and satisfaction level towards responsiveness and customer-care service.

Table 5: Association between Age category and level of Satisfaction towards warranty

Particulars	Age Category	Satisfaction level towards warranty					Total
		Highly Dissatisfied	Dissatisfied	Neutral	Satisfied	Highly Satisfied	
Age	18-24	8	12	10	21	31	82
	24-30	2	3	3	7	6	21
	30-40	3	2	6	4	6	21
	Above 40	1	2	2	10	14	29
	Total	14	19	21	42	57	153

Chi Square =10.642

Table Value = 21.026

df= 12

Sig. = 0.05

In the above Table 5, the calculated Chi-square value (10.642) is less than the table value (21.026) at the level of 5% significance. Hence, null hypothesis accepted, thus, there is no significant association between Age category and satisfaction level towards warranty.

Table 6: Association between Age category and level of Satisfaction towards mileage

Particulars	Age Category	Satisfaction level towards mileage					Total
		Highly Dissatisfied	Dissatisfied	Neutral	Satisfied	Highly Satisfied	
Age	18-24	6	10	14	30	22	82

	24-30	1	2	3	9	6	21
	30-40	4	2	3	5	7	21
	Above 40	3	3	5	12	6	29
	Total	14	17	25	56	41	153

Chi Square =5.491

Table Value = 21.026

df= 12

Sig. = 0.05

In the above Table 6, the researcher calculated Chi-square value (5.491) which is less than the table value (21.026) at the level of 5% significance. Hence, null hypothesis accepted, thus, there is no significant association between Age category and satisfaction level towards mileage.

Table 7: Association between Age category and level of Satisfaction towards the value of money

Particulars	Age Category	Satisfaction level towards the value of money					Total
		Highly Dissatisfied	Dissatisfied	Neutral	Satisfied	Highly Satisfied	
Age	18-24	10	9	11	29	23	82
	24-30	4	2	1	6	8	21
	30-40	4	2	3	7	5	21
	Above 40	5	3	3	10	8	29
	Total	23	16	18	52	44	153

Chi Square =3.344

Table Value = 21.026

df= 12

Sig. = 0.05

In the above Table 7, the researcher intended to calculate Chi-square value (3.334) is less than the table value (21.026) at the level of 5% significance. Hence, null hypothesis accepted, thus, there is no significant association between Age category and satisfaction level towards value for money.

Table 8: Association between Age category and level of Satisfaction towards the availability of dealership

Particulars	Age Category	Satisfaction level towards the availability of dealership					Total
		Highly Dissatisfied	Dissatisfied	Neutral	Satisfied	Highly Satisfied	

Age	18-24	11	7	17	20	27	82
	24-30	2	2	2	7	8	21
	30-40	4	2	2	9	4	21
	Above 40	3	4	3	12	7	29
	Total	20	15	24	48	46	153

Chi Square = 9.401

Table Value = 21.026

df = 12

Sig. = 0.05

In the above Table 8, the calculated Chi-square value (9.401) is less than the table value (21.026) at the level of 5% significance. Hence, null hypothesis is accepted, thus, there is no significant association between Age category and satisfaction level towards availability of more dealerships.

Findings

The objective of the study was to determine the Royal Enfield bike's performance, quality, and affordability as well as consumer purchasing patterns and the differences between customer satisfaction and other factors based on different Royal Enfield bike models. This study measures the overall satisfaction on Royal Enfield Bikes with special reference to Tiruchirappalli City.

The Chi Square Test was used to analyze this study. When it comes to the age group of Royal Enfield Bike Users, the data show that none of the criteria are relevant. Since every hypothesis was examined, it can be seen that, at the 5% significance level, every computed chi square value is lesser than the table value.

Therefore, all of the null hypotheses were accepted. Consequently, there is no appreciable relationship between the age group and any of the elements, such as performance or the caliber of the materials and construction. Tests were conducted on the following: warranty, mileage, value for money, responsiveness and customer care service, purchase experience, and the availability of additional dealerships.

Suggestions

1. The weight of the bike was cited as the primary reason for switching to other manufacturers in the poll, and many customers recommended making the bike lighter.

2. According to the survey made, The Royal Enfield bike is in high demand, but they have proposed enhancing service centers' offerings, which would boost sales.
3. Customers were untrustworthy when it came to spare parts, according to the survey, and they recommended that the quality of spare parts be raised.
4. Royal Enfield is reputed company but also, According to consumer feedback from the survey, they should increase their advertising to reach all of the customers.

II. CONCLUSION

The market for two-wheelers has seen the entry of numerous models. Due to the possibility of a decline in two-wheeler sales, this has intensified competitiveness. Therefore, when setting the price of its two-wheelers, especially the Royal Enfield Bike, the Royal Enfield Company must consider the most recent competitors in the market. Because of Royal Enfield firm believes in excellence in the technology it has reached more than one million customer satisfaction within part of the years from its introduction. No other India two-wheeler firm has achieved its advancement within short duration. According to the Royal Enfield Company's market research, it is the leading company in the two-wheeler industry. Thus, conclude that consumer satisfaction is the only way to understand the consumer wants accordingly service must be offered.

III. REFERENCE

1. A Sukumar & M Vishnuvardhan (2023) "A Study on Consumer Satisfaction on Royal Enfield with Special Reference to Coimbatore City", International Journal of Research Publication and Reviews, Vol 4, no 5, pp 1955-196, ISSN 2582-7421.
2. Vijayalakshmi, D, et al. "A Study on Customer Satisfaction of a Selected Branded Two Wheelers in South Coimbatore." International Journal of Multidisciplinary Research and Development, vol. 2, no. 4, Apr. 2015, pp. 260–264. Accessed 11 Feb. 2022
3. Khade, V. B., & Agawane, R. J. (2019). Customer satisfaction towards bikes of Royal Enfield.
4. A Ranjitha and Vishnu R (2023) "A Research on Customer Satisfaction Towards Royal Enfield", International Journal of Research Publication and Reviews, Vol 4, no 8, pp 917-922.

5. Praveen et. al. (2022) "A Study on Customer Perception Towards Royal Enfield (Sholinganallur, Perungudi, Adyar Zones, International Journal of Advances in Engineering and Management, Vol. 4, Issue 5, pp: 131-158.
6. International Conference on "Research avenues in Social Science" Organize by SNGC, Coimbatore, Dr.K.LAKSHMI PRIYA (2015) Customer Satisfaction Towards Honda Two Wheeler-A Study In Palakkad District, Kerala. Dr. K.LAKSHMI PRIYA, Assistant Professor In Commerce, Sree Narayana Guru College, Coimbatore-105.
7. <https://asq.org/quality-resources/customer-satisfaction#:~:text=Customer%20satisfaction%20is%20defined%20as,changes%20its%20products%20and%20services.>
8. <https://www.simplilearn.com/tutorials/statistics-tutorial/chi-square-test>

Emperor Journal of Marketing

ISSN:2583-0686

Mayas Publication®

www.mayas.info

Volume-V

Issue-II

February-2025

A Study on Customer Satisfaction towards D-Mart in Tiruchirappalli

Dr.K. Halimunnisa

Associate Professor of Commerce (SF-Women)

Jamal Mohamed College (Autonomous)

Affiliated to Bharathidasan University

Tiruchirappalli- 620020

B.Nithya

Post Graduate Student

Department of Commerce (SF-Women)

Jamal Mohamed College (Autonomous)

Affiliated to Bharathidasan University