

A Study on Customer Relationship Management Strategy of Royal Enfield

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Abstract

The examine has concluded that the effectiveness of improved advertising strategies is right. The Royal Enfield is the largest manufacturer and vendor of two wheelers to retain present and attract new possibilities success of expectation is necessary. fulfillment of consumer expectancies, green advertising techniques can best boom the market proportion and can compete with their opponents. Royal Enfield is presently the use of product, fee place and promotional elements for attaining the centered market. The business enterprise adheres to top rate pricing coverage in the market. The premium pricing policy is a pricing approach used at the time of introducing new product. Royal Enfield is an Indian based totally agency with its head office in Chennai at Tamilnadu. It has familiarized the product in Indian as well as global market. Royal Enfield is launching many modern promotional techniques and campaigns to attain its merchandise to the prospective inside the market. The company adopts the promotional sports via digital media, indicates and exhibition to growth the demand of the product. A take a look at on client pride with reference To Royal Enfield, it is discovered that the pleasure degree of customers in numerous categories like one-of-a-kind age institution, gender, income degrees, and elements influencing them to shop for Royal Enfield and delight degree on various factors. even though there are many competitors for Royal Enfield human beings have higher degree of satisfaction and willingness to shop for the product and generally tend to boom the usual of residing.

I.INTRODUCTION

Two-wheeler segments in India are the quickest growing quarter contributing a good sized 7.1% GDP and it attracted foreign direct funding of internet really worth \$ 17.40 million in the course of the length April 2000 to June 2017. Two-wheeler phase in India has grown pretty from more than one producers to extra than twenty manufacturers in a very short span of time. The advertising and marketing managers are finding extraordinarily tough to obtain logo resonance in their purchasers, subsequently they need powerful interactive marketing tools to reach the customers. Without emblem resonance clients will switch to other manufacturers or products which result in loss of ability consumers and loss within the business. In India, Royal Enfield business enterprise started out their production ever considering that 1955 and has energetic legitimate community engaged by using many loyalists. the primary goal of this dissertation is to take a look at the users' belief in the direction of Royal Enfield. Patron perception idea is any try and recognize how a consumer's perception of a product or service influences their behavior. people who observe purchaser notion attempt to recognize why customers make the decisions they do, and how to steer these choices. commonly, patron perception concept is used by marketers whilst designing a marketing campaign for a product or logo. but, some human beings study patron belief for you to recognize psychology in a much extra well-known feel. In well-known psychological phrases, belief is our ability to make some type of sense of fact from the outside sensory stimuli to which we are uncovered. several elements can have an impact on our perception, inflicting it to change in positive approaches. as an instance, repeated publicity to 1 type of stimuli can both make us oversensitive or desensitized to it. additionally, the quantity of attention we recognition on something can reason a change in our notion of it. Royal Enfield is an Indian motorbike generating whole with tag of "the oldest global motorbike complete in non-stop production", motorbike are manufacturing facility-made in factories in Madras in Asian state. Licensed from Royal Enfield by using the endemic Indian Madras motors, it is presently a subsidiary of Eicher Motor confined, an Indian manufacturing commercial enterprise. the company producers the Royal Enfield Bullet and exclusive single cylinder and dual cylinder motorcycles. First created in 1901, Royal Enfield is that the oldest motorbike entire inside the international nevertheless in production, with the Bullet version enjoying the longest motorbike production run of all time. Royal Enfield bike moreover served to Indian authorities because it regarded suitable for its military and police, for patrolling the United States border. The Royal Enfield become chosen maximum equipped motorbike for the obligation. the govt... ordered 800 units

if the 350CC version. In 1955, the Redditch employer partnered with Madras automobiles in Asian state to make 'Enfield India' to bring together under license, the 350CC Royal Enfield Bullet motorcycle in Madras (Chennai). In 1990, Royal Enfield collaborated with Eicher cluster, AN automotive organization in Asian country and emerged with it in 1994. with the exception of bikes Eicher cluster is worried inside the manufacturing and income of monetary automobiles and car gears.

Chief officer of Royal Enfield is Vinod k. Desai and parent owner is Siddharth Vikram Lal. speedy-ahead to 2015, at a time when the whole motorbike enterprise in India is struggling (normal motorbike income in India were down 4.06 in step with cent at some point of April to September 2015), Royal Enfield defied the fashion by posting over 50 per cent income growth at some point of the April September 2015 period (Doval, 2015; economictimes.indiatimes.com, 2015). This paper explores the authors' angle over a number of the advertising methods that attempts to propose feasible motives in the back of Royal Enfield, today, boasting a 'area of interest' motorbike producer picture not just in its domestic marketplace of India however again: globally. marketplace segmentation is to understate the cult following the agency has in phrases of enthusiasts and enthusiasts of the emblem and the product. consequently the paper unashamedly and consistent with the met modernist view, revisits the principles of put up-modernism and tribe and seeks to gain insight into phenomena thru this lens, attempting to explain and justify the usage of culture, history, tribes and a disruptive marketing 'campaign' via a agency which was getting ready to crumble, but has currently raced beyond Harley Davidson in terms of worldwide income.

Research Problem

The main aim of the company is positioning their product among the human beings first and incomes earnings is secondary one. The human beings like to buy two wheelers for comfy journey and to keep away from heavy site visitors. Now the royal Enfield has have become the top of 6th vicinity inside the market. The young technology like this bike which stronger the enterprise to exchange their mind set from manufacturing factor of view to client orientated which means B2B to B2C. The organization understood the expectation and desires of the customers. Now – a - day's royal enfield performs with any luck in two-wheeler market, due to their modified method. This examine has been underneath taken to realize the effectiveness of improved method.

Scope of the Study

The main intention of the agency is positioning their product many of the people first and earning profits is secondary one. The human beings like to buy wheelers for cozy journey and to keep away from heavy web site traffic. Now the royal enfield has have emerge as the top of 6th area inside the marketplace. The younger generation like this motorcycle which stronger the enterprise to change their thoughts set from production factor of view to consumer oriented which means that B2B to B2C. The organization understood the expectation and desires of the clients. Now – a - day's royal enfield plays with a bit of luck in wheeler market, because of their modified approach. This examine has been beneath taken to realise the effectiveness of improved approach.

Objectives

1. To apprehend patron profile of Royal Enfield.
2. To study patron satisfaction of royal Enfield based totally on various parameters.
3. To investigate purchaser pride closer to after sales carrier of Royal Enfield.
4. To have a look at the demographic profile of the respondents.
5. To examine the factors influencing buy choice of Royal Enfield.
6. To become aware of the effectiveness of marketing techniques implemented by
7. means of Royal Enfield bullet
8. To observe the numerous information sources and product attributes that have an impact on new bike buy.
9. To study and discover the records sources which has a high-quality have an effect on upon the buying selection of the patron.

Research Questions

1. How satisfying brand loyalty does Royal Enfield provide to its customers?
2. How mobile advertisements as influenced in buying behavior of Royal Enfield?

Research Methodology

Descriptive analysis fashion goes for use to training session the relationship between the structured and therefore the freelance variables and to determine any association between these variables. The investigator can use the survey method for the examine. This strategy is projected because of it lets in the collection of an oversized quantity of records from a large population in a

cost-powerful manner. The approach is additionally perceived as authoritative with the aid of folks usually and is every pretty simple to make clear and to grasp.

Sources of Data

The primary data collected from 155 respondents through the questionnaire of CRM strategy of Royal Enfield and secondary data collected from articles of “Effectiveness of marketing strategies towards Royal Enfield at Dharmapuri district by Dr S Suguna” and “A competitive study on brand loyalty of customers towards the Royal Enfield at Eicher Motors by Vivek R.

Sample Design

In this take a look at, simple random sampling has been implemented to collect the records. A easy random sample is a subset of a statistical populace in which each member of the subset has an equal opportunity of being selected.

Limitations of Study

The main limitation of the study suggests that responses collected from 155 respondents and the primary data is used and chance of different opinions and could be probability factor. The other factors are:

- The take a look at is restrained most effective to the prepared sector of automobile enterprise.
- The seriousness of the respondent and their capability to justify their answer will also be a challenge.
- The sample length is small due to the desired cause.
- Findings are based on sample survey.

Review of Literature

Rajnish Katarne (2010) geared towards the pastime of contemporary service exceptional level of an average vehicle commercial enterprise in companion diploma Indian city. The look at became conducted employing a representative survey of respondents, the house owners of one of the famous whole motors. inside the paper, delight/dissatisfaction of the consumer has been measured victimization common implemented math tools, and a shot has been created to hunt down reasons for discontent by way of applying the basis reason evaluation. This overall performance of a service Centre wasn't determined up to speed. Vital guidelines are created and therefore the service Centre has commenced capital punishment them for the improvement in the present day service first-rate level.

Seyed Mahound (2011) in his evaluation addresses the subsequent queries which have end up increasingly critical to managers in automobile industries. The consequences of the observe showed that there has been a high direct correlation among the constructs of purchaser provider and products pleasant with client delight and loyalty.

Thiripurasundari (2011) had carried out a have a look at to analyze the importance of assorted elements like entire facts, complete desire, whole loyalty, complete software and so on. in vehicle market in Pondicherry. according to Thiripurasundari (2011) entire equity is that the extra price invested by way of the entire to the products. whereas the concept of using name or an brand to boost a product's fee has been recounted to entrepreneurs for an extended time in the past. the first statistics was amassed from three hundred automobile owners thru a form interview. From the five elements, complete software problem has been rated due to the fact the maximum vital consider car commercial enterprise. similarly, complete software is being allied to provider satisfactory.

Seyed Mahound Sadeq Khaksar, et al. (2011) has studied the impact of technical and electronic after-sales offerings on entrepreneurial possibilities (that is, cost leadership, marketplace development, improvement, diversification and differentiation). The results of this look at show that technical, after-income services in Iran- Khodro corporation place unit powerful on entrepreneurial opportunities supported market and products.

Mojgan Bahrami Samani (2011) in their study titled "Automobile commercial enterprise achievement relies upon on its clients' loyalty" has defined that loyalty is that the primary difficulty for developing and retaining relationships with clients. A summary model of client loyalty in Iran's car commercial enterprise is projected inside which first-class, rate, and satisfaction, as 3 main antecedents, affect consumer's loyalty. quality is cut up into first-class of product, exceptional of relationship among purchasers and sellers and sooner or later, exceptional of after-sale provider.

Jacqueline Brown, et al. (2010) have analyzed the client's attitude towards European, jap and therefore the U.S. motors. The united states of foundation plays a chief function in the patron's behavior. The brand, lower cost and distributor's call completely have a main effect on the sale of visitor motors. The evaluation of the take a look at of customer choice for Royal Enfield has been achieved earlier earlier than launching the motorcycle model within the marketplace. That studies changed into accomplished to understand the marketplace response for a selected bike version. several vehicle enterprise create a hunt to apprehend either their product can grow or no longer, to live

on in market with alternative brands. In addition right here we've got a examine associated with Royal Enfield of Ravichandran.

In step with them for knowledge patron need and loyalty closer to complete, refers on the usual and repair of the products and strategies that consequently guiding toward the increasing provider pleasant and options of the merchandise. And, an entire have to be modern to foster the strategies. Customer delight become stay by using 9 item custom-crafted from Walfried. Researchers have used multivariate analysis evaluation to check the impact of carrier fine on purchaser delight. The results indicated that service first-rate is a critical antecedent of patron pleasure.

Analysis of Study

Chi-Square Result

Interpretation

X5 VS X10

H₀: owning a Royal Enfield and suggesting the showroom are independent
H₁: owning a Royal Enfield and suggesting the showroom are not independent

Since the P value is 0.001 which is lesser than 0.050 it's evident to reject null hypothesis and accept alternate hypothesis.

X2 VS X10

H₀: gender and suggesting the showroom are independent
H₁: gender and suggesting the showroom are not independent

Since the P value is 0.320 which is more than 0.050 it's evident to accept the null hypothesis and reject alternate hypothesis.

X3 VS X10

H₀: annual income and the showroom are independent
H₁: annual income and the showroom are not independent

Since the P value is 0.920 which is more than 0.050 it's evident to accept the null hypothesis and reject alternate hypothesis.

X4 VS X10

H₀: age and suggesting showroom are independent
H₁: age and suggesting showroom are not independent

Since the P value is 0.487 which is more than 0.050 it's evident to accept the

null hypothesis and reject alternate hypothesis.

One Way Anova

Result

Interpretation

X17 VS X2

H₀: mobile advertisements on buying behavior and gender are independent

H₁: mobile advertisements on buying behavior and gender are not independent

Since P value is 0.122 which is more than 0.050 therefore it's evident to accept null hypothesis and alternate hypothesis is rejected

X17 VS X3

H₀: mobile advertisements on buying behavior and annual income are independent

H₁: mobile advertisements on buying behavior and annual income are not independent

Since P value is 0.619 which is more than 0.050 therefore it's evident to accept null hypothesis and alternate hypothesis is rejected

X17 VS X4

H₀: mobile advertisements on buying behavior and age are independent

H₁: mobile advertisements on buying behavior and age are not independent

Since P value is 0.572 which is more than 0.050 therefore it's evident to accept null hypothesis and alternate hypothesis is rejected

X29 VS X2

H₀: overall satisfaction on buying vehicle and gender are independent

H₁: overall satisfaction on buying vehicle and gender are not independent

Since P value is 0.626 which is more than 0.050 therefore it's evident to accept null hypothesis and alternate hypothesis is rejected

X29 VS X3

H₀: overall satisfaction on buying vehicle and annual income are independent

H₁: overall satisfaction on buying vehicle and annual income are not independent

Since P value is 0.987 which is more than therefore it's evident to accept null hypothesis and alternate hypothesis is rejected

X29 VS X4

H₀: overall satisfaction on buying vehicle and age are independent

H₁: overall satisfaction on buying vehicle and age are not independent

Since P value is 0.321 which is more than therefore it's evident to accept null hypothesis and alternate hypothesis is rejected

Regression Results Interpretation

- The constant variables taken for the analysis is X23, X24, X25, X26, X27, X28 and the dependent variable is X29. On performing the analysis, since it was observed that the R-square is .066, this regression model is not a good fit.
- The constant variables taken for the analysis is X11, X12, X13, X14, X15, X16 and the dependent variable is X29. On performing the analysis, since it was observed that the R-square is .021, this regression model is not a good fit.
- The constant variables taken for the analysis is X18 and the dependent variable is X17. On performing the analysis, since it was observed that the R-square is .033, this regression model is not a good fit.
- The constant variables taken for the analysis is X19 and the dependent variable is X17. On performing the analysis, since it was observed that the R-square is .050, this regression model is not a good fit.
- The constant variables taken for the analysis is X20 and the dependent variable is X17. On performing the analysis, since it was observed that the R-square is .003, this regression model is not a good fit.
- The constant variables taken for the analysis is X21 and the dependent variable is X17. On performing the analysis, since it was observed that the R-square is .087, this regression model is not a good fit.
- The constant variables taken for the analysis is X22 and the dependent variable is X17. On performing the analysis, since it was observed that the R-square is .019, this regression model is not a good fit.

II.CONCLUSION

The observe has concluded that the effectiveness of stepped forward marketing strategies is right. The Royal Enfield is the most important manufacturer and supplier of wheelers to retain existing and appeal to new prospects fulfillment of expectation is essential. achievement of customer expectations, efficient marketing strategies can only growth the market proportion and might compete with their opponents. it is also located that there may be effect of motorbike overall performance, after sale provider and users' notion on customers' delight. The findings also highlighted that employee

consciousness does now not influence on users' belief. For this reason, it's far concluded that showrooms employees need similarly schooling on control high profile clients. training within the regions of attitude, sales may be provided to make them greater a hit. the general experience of the respondents with Royal Enfield motorbike changed into found to be happy with the offerings supplied via the employer. The primary purpose of this studies became to measure how the purchaser pride is rated for the duration of the servicing in their vehicles. The research became focused on how nicely the patron is happy with the service carried out on his car, the service high-quality, Pricing, the response of the body of workers, availability of spare parts and their pricing, the measures taken during covid-19 pandemic and the alternative areas which affect the carrier satisfactory of the car. most of the clients feel that there isn't always much difference inside the offerings excellent supplied by using the corporation for the duration of covid-19 pandemic comparing to everyday days. The main a part of analysis is based totally on the share evaluation. After a quick analysis few findings were derived. Based totally on findings the recommendations and the conclusions had been made.

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