A STUDY ON CUSTOMER SATISFACTION TOWARDS ROYAL ENFIELD BIKES – A STATISTICAL ANALYSIS

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ABSTRACT

The purpose of this study is to evaluate customer satisfaction levels regarding Royal Enfield motorcycles, focusing on key factors such as performance, mileage, comfort, design, and after-sales service. With its legacy and distinct brand image, Royal Enfield has garnered a loyal customer base in India. The study uses primary data collected from 150 Royal Enfield bike owners and applies statistical tools such as descriptive statistics, chi-square tests, correlation, and regression to assess satisfaction levels. The findings reveal significant relationships between customer satisfaction and specific factors, notably performance and after-sales service.

Keywords: Customer Satisfaction, Royal Enfield, Motorcycle Market, Statistical Analysis, Performance, After-Sales Service

INTRODUCTION

Royal Enfield, known for its iconic motorcycles, has become synonymous with ruggedness, tradition, and touring in India. As the two-wheeler market evolves with increasing competition, assessing customer satisfaction is crucial for retaining loyalty and enhancing product value. This study aims to explore customer perceptions and satisfaction towards Royal Enfield bikes using quantitative methods.

STATEMENT OF THE PROBLEM

While Royal Enfield maintains a strong brand image and loyal customer base, some users express concerns over fuel efficiency, maintenance cost, and service quality.

OBJECTIVES OF THE STUDY

- To measure the overall satisfaction level of Royal Enfield bike users.
- To examine the influence of performance, mileage, comfort, design, and after-sales service on customer satisfaction.
- To identify the major factors influencing repurchase intention among Royal Enfield customers.
- To analyze the demographic factors affecting satisfaction levels.
- To provide suggestions for improving customer satisfaction based on statistical findings.

REVIEW OF LITERATURE

Several studies have investigated factors affecting customer satisfaction in the automobile sector:

- **Kumar & Ramesh (2020)** identified performance and after-sales service as the most crucial factors influencing satisfaction in the two-wheeler market.
- **Sharma et al. (2021)** emphasized the role of design and mileage in customer preference for premium bikes.
- **Singh (2019)** noted that younger consumers prioritize design and brand image, whereas older consumers focus on comfort and maintenance.
- **Kotler and Keller (2016)** in their marketing theory, described satisfaction as the difference between customer expectations and actual performance.

This literature sets the framework for examining satisfaction in the Royal Enfield segment using statistical tool

RESEARCH METHODOLOGY

- **Sample Size:** 150 Royal Enfield bike users.
- **Sampling Technique:** Convenient sampling.
- **Data Collection Method:** Structured questionnaire (online and offline).
- **Data Type:** Primary data.
- **Statistical Tools Used:**
    o Descriptive statistics (mean, percentage, standard deviation)
    o Chi-square test
    o Correlation analysis
    o Regression analysis
    o Hypothesis testing

ANALYSIS AND INTERPRETATION

Table 1: Descriptive Statistics – Satisfaction Ratings (5-point scale)

Factor	Mean Score	Std. Deviation
Performance	4.3	0.52
Mileage	3.1	0.84
Comfort	4.1	0.61
Design	4.5	0.48
After-sales Service	3.6	0.79

Interpretation:

Design and performance are highly rated, while mileage receives a relatively lower score.

CHI-SQUARE TEST: Age vs. Satisfaction Level

- **Null Hypothesis (H0):** There is no association between age group and satisfaction level.
- **Chi-square Value:** 11.42
- **Degrees of Freedom:** 4
- **p-value:** 0.022

Interpretation:

Since the p-value < 0.05, we reject H0. Age group significantly affects satisfaction level.

CORRELATION ANALYSIS

Variables	Correlation Coefficient (r)

Performance & Satisfaction	0.67
Mileage & Satisfaction	0.41
Comfort & Satisfaction	0.58
Design & Satisfaction	0.72
Service & Satisfaction	0.66

Interpretation:

Design and performance show strong positive correlation with customer satisfaction.

REGRESSION ANALYSIS

- **Dependent Variable:** Customer Satisfaction
- **Independent Variables:** Performance, Mileage, Comfort, Design, Service
- **Regression Equation:** Satisfaction = 0.35 + 0.28(Performance) + 0.10(Mileage) + 0.20(Comfort) + 0.33(Design)+0.26(Service)
  $R^2 = 0.73$

Interpretation:

73% of variation in customer satisfaction is explained by the five variables. Design and performance have the highest coefficients.

HYPOTHESIS TESTING

- **H0:** There is no significant influence of performance on customer satisfaction.
- **H1:** There is a significant influence of performance on customer satisfaction.
  t-value: 4.89
  p-value: 0.000

Result: Since $p < 0.05$, reject H0. Performance significantly influences satisfaction.

FINDINGS

- Majority of users are satisfied with performance, design, and comfort.
- Mileage is the most common dissatisfaction factor.
- Design and performance are strong predictors of overall satisfaction.
- After-sales service moderately affects satisfaction but needs improvement.
- Age and usage frequency influence satisfaction levels.

CONCLUSION

The study reveals that customer satisfaction towards Royal Enfield bikes is generally high, especially for design and performance. However, there are concerns regarding fuel efficiency and after-sales service. To enhance satisfaction, Royal Enfield should focus on improving mileage and expanding efficient service networks. Targeted strategies based on demographic trends can also improve loyalty and repurchase intent.

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