

## **A STUDY ON CUSTOMER SATISFACTION TOWARDS AFTER SALE SERVICES OF ROYAL ENFIELD ACCLAIM MOTORS, YELAHANKA BANGALORE**

**Sanjay Kumar R<sup>1</sup>, Dr. Mohammed Rafee<sup>2</sup>, Dr. Mohammed Arif Pasha<sup>3</sup>**

<sup>1</sup>Final Year MBA Student, PG Department of Commerce and Management Studies, Brindavan College, Bengaluru

<sup>2</sup>Associate Professor, PG Department of Commerce and Management Studies, Brindavan College, Bengaluru

<sup>3</sup>Principal, Brindavan College, Bengaluru

Email: <sup>1</sup>gowdrusanjay@gmail.com, <sup>2</sup>basharafee@gmail.com, <sup>3</sup>arifpasha75@gmail.com

---

**Abstract**—The objective of this report is to carry out a detailed study on understanding “A STUDY ON CUSTOMER SATISFACTION TOWARDS AFTER SALE SERVICES OF ROYAL ENFIELD ACCLAIM MOTORS, YELHANKA BANGALORE” This report provides the findings based on the discussions with the key personnel of ROYAL ENFIELD

The study was conducted for a period of 8 weeks. The project was undertaken about “A STUDY ON CUSTOMER SATISFACTION TOWARDS AFTER SALE SERVICES OF ROYAL ENFIELD ACCLAIM MOTORS, YELHANKA BANGALORE” help to identify how customer attitude on service helped to improve the transfer of learning.

The methodology used for conducting the study was basically on the descriptive research taking a sample size of 100 customers. The primary data was collected through well-structured questionnaire. Secondary data were collected from book, journal, and websites.

**Keywords**—After Sales Services, Customer Satisfaction, Organizational Culture, Value, Rhythm.

---

### **INTRODUCTION**

"It is a showcasing idea that includes a client's impression, mindfulness and awareness about an organization. Client discernment is commonly influenced by publicizing, audits, online networking, advertising, individual experience and different channels".

"Observation is characterized as the procedure by which an individual chooses, sorts out and translates boosts into an important and lucid photo of the world. It can be depicted as "how we see our general surroundings". Two people might be presented to similar boosts under the same evident conditions, yet how every individual perceives, chooses, sorts out and deciphers these jolts is a very individual process considering every individual's own needs, qualities, and desires.

“A promoting idea that envelops a client’s impression and mindfulness as well as awareness about an organization. Client recognition is commonly influenced by publicizing, advertising, audits, web-based social networking, individual encounters, and different channels”.

### **REVIEW OF LITERATURE:**

#### **Edward L. Grubb and Gregg Hupp (1968):**

These studies test a methodology for a measurement of self-concept and consumer perception in comparable terms and, therefore, to further substantiate the relationship of self-theory to consumer perception. The authors suggest that the owners of a specific make of automobile perceive themselves as having self-concept like those of others who own that make of automobile.

#### **Jo Ann Duffy (1992):**

This study used the SERVQUAL instrument consumer perception of service quality and the SCLES (Salesman Conte Life Satisfaction) measure to study the linkage between service quality and satisfaction towards automobile centre.

**Bouman (1992):**

This exploration article depicts that the building and testing of the SERVQUAL instrument. The result of the examination is that the instrument is effectively appropriate for Dutch carport firms. Be that as it may, interestingly with the five SERVQUAL measurements, the clients in the Dutch auto benefit firms just recognize three measurements to judge the conveyance quality, one of which seems, by all accounts, to be to this example. The three measurements

found in the examination in auto benefit firms are client graciousness, substantial and confidence. Just client graciousness contributes specifically to the deliberate administration quality.

**Dabholkar (1996):**

Concentrate on the automobile service quality proposed that perception of service quality is multi-layered and comprises of overall customer's perception of quality (physical attributes, reliability, personal interaction, problem solving and policy), and sub dimension (appearance, convenience). The presence of these elements improves the assessment towards the service. Research suggests that the SERVQUAL model cannot be applied for all service research studies and modifications.

**Sheetal B. Sachdev, Harsh V. Verma (2004):**

This study is a concentrate to explore a relative to importance of a service quality across a select service context. The results suggest that the all service quality is equally important as no proper order of their importance could be established, the service performance in relation to the expectations is poor in respect of nearly all the select services, and the nature of service does not seem to have a role in establishing is an order of importance of the service quality.

**A.M. Suresh (2006):**

This exploration reports and measures client discernment with little autos in Bangalore city. The exploration distinguished deals bolster, vehicle configuration, buy bolster, cost of proprietorship and pleasure includes as hidden components of client discernment. The exploration tries to rank little autos on these variables. The examination likewise tries to see if client recognition fluctuates among clients based on socio economics.

**Manish Kumar Srivastava, A.K. Tiwari (2007):**

His think the customer direct for A3 part vehicles, as Honda city and Maruti Suzuki Sx4 in a district Jaipur. Data assembled from 100 respondents 50 each from Honda city and Maruti Sx4. Respondents were considered from various establishments like Gender, Occupation, and Income class. In like a manner customer purchase of parameters is considered for think about the Price, Safety, Comfort, power and pickup, Mileage, Max speed, Styling, after deals benefit, Brand name, and extra parts cost. In perspective of above parameters and examination made in

this it revealed that, acquiring A3 section auto client give much hugeness to Safety, Brand name, Seating and Driving comfort. Also, casual presentation and advertisements in auto magazines are more effective correspondence medium for headway of autos.

**Ali Araghchi (2007):**

This research article aims at investigating and determining the nature of the service quality construct and its relationship with those of customer perception, Customer satisfaction, customer experience and behavioural intensions. Moreover, this study aims at identifying the dimensions that is the best predictor of overall service quality, in terms of generating outcome that identifies dimensions regarding service quality in car showroom.

**Dr V.K. Kaushik (2008):**

This examination is directed in South West Haryana which comprises of Bhiwani and Mahendragarh locale. The examination attempt is to research exactly client's inclination towards a traveller auto mark. Pre-buy and post buy conduct of the clients were assessed and factors impacting the clients were dictated by Perceptual mapping got from Multi-dimensional scaling. General outcomes show that in South West Haryana area clients are more impacted by companions and relatives than merchants and salespersons. Maruti rules the market with three of its brands Maruti 800, Alto and Wagon-R. Brand name, fuel productivity and cost were observed to be essential determinants for purchasing auto in this district.

**S. Keshwaraz, S.M. Yazdi (2009):**

Their study highlights the important dimensions of service quality from customer's perception in a car service agency. Additionally, it aimed at identifying difference between expectations and perceptions of customers from service quality dimensions and comparing difference across agencies.

**Md. Hussain Kabir and Therese Carlsson (2010):**

Concentrate the discusses and analysis expectations and perceptions about service quality in car service centre. The aim is to analyse and research about the role of service quality for creating customer perception and to find out the gap between expectations and perceptions through the customer point of view. The perception can be described as satisfaction or lack of satisfaction. The survey was conducted as a case study and was based on the quantitative method.

**Sudharani Ravindran and Gayathridevi (2010):**

The authors in their article studied the customer perception of Hyundai i10 in Coimbatore city. The research is descriptive in nature. The sample design adopted for the study was the simple random sampling. The sample size was one hundred which included only owner of Hyundai i10 cars in Coimbatore city. The customer 's expectations over a Hyundai i10 were identified and it was found to be based on certain factors. The most motivated factor to buy Hyundai i10 car was also found out (Design and Style). The attributes like suspension and handling were identified to be below par for a Hyundai i10.

**NEED FOR THE STUDY:**

- To check the dependability of management nature of ROYAL ENFIELD ACCLAIM MOTORS.
- To apprehend the patron impression of management first-class coming about because of contrasting desires earlier with getting the administration and actual desire.

**OBJECTIVES:**

- To become aware of the profile of the respondents.
- To understand the customer notion about reception in ROYAL ENFIELD ACCLAIM MOTORS.
- To recognize the respondent's attitude in the direction of the technical employees at Royal Enfield
- To look at the elements that have an impact on client pleasure at Royal Enfield
- To know respondent's willingness to suggest Royal Enfield carrier Center at Yelahanka to others.

**RESEARCH METHODOLOGY: -**

“Marketing studies is the characteristic which hyperlinks the consumer and public to the marketer via information. The facts used to perceive and define advertising and marketing possibilities and issues generate define and knowledge of marketing as process”.

The objective of it is collecting of facts and analytical necessary foe effective planning of the future advertising activity, manager of the marketing operation inside the gift and assessment of advertising results.

**SAMPLING:**

**Sampling type:**

Convenience sampling is being used.

**Sampling size:**

Sample size changed into 100.

**PLAN OF ANALYSIS:**

**QUESTIONNAIRE:** - A questionnaire was designed, and the respondents were asked to fill up the questions and their own.

**LIKERT SCALE:** - Likert scaling technique was used to record the respondents.

**STATISTICAL TOOLS USED FOR ANALYSIS: -**

Percentage Analysis.

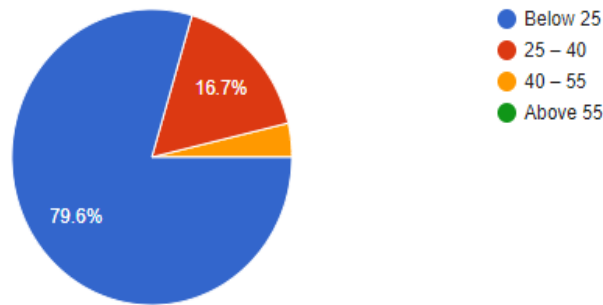
Chi – Squaretest.

Factor analysis.

**DATA AND METHODOLOGY:**

**3. Age**

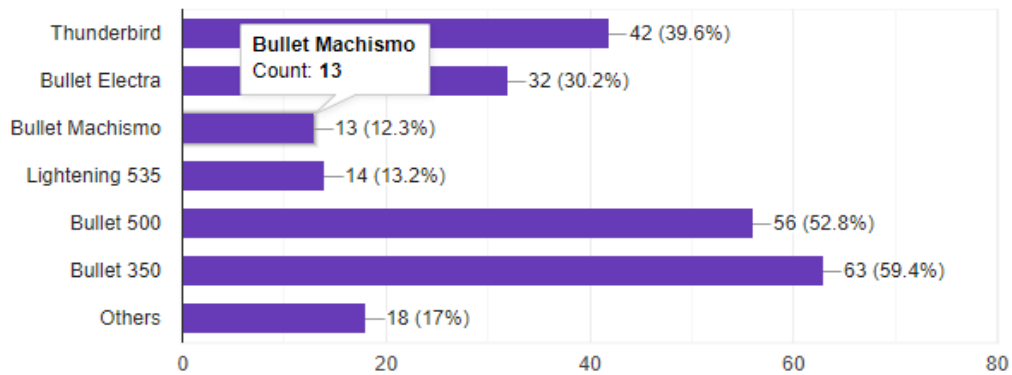
108 responses



As per the survey on selected group of royal Enfield customer 79.6% of the respondents are fall under the age of below 25 years 16.7% of the respondents are in the age of 25-40 years and 3.7% of the respondents of the age of 40-45 years

**8. Which of these models are aware of at “ROYAL ENFIELD”?**

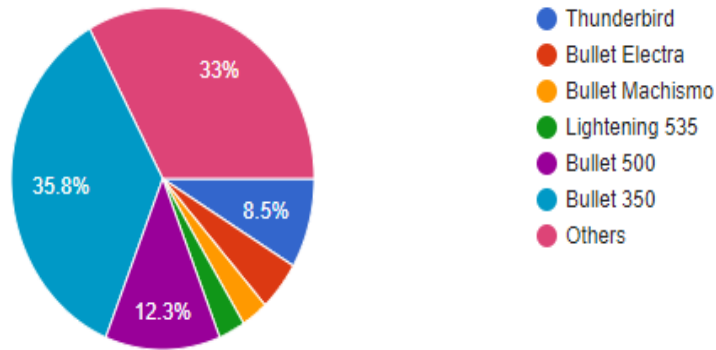
106 responses



As per the survey the using of Thunderbird is 39.6%. The using of bullet electra is 30.2% using of Bullet machismo is 12.3%, The using of Lightening 535 is 13.2%, the using of Bullet 500 is 52.8% and the using of Bullet 350 is 59.4% and others are 17% in rest of 100 respondents.

9. Which model do you own?

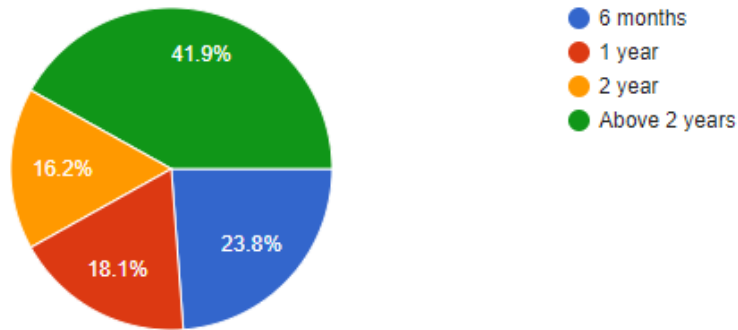
106 responses



According to the survey of Royal Enfield the using of thunderbird is 8.5% , using of the bullet electra 3.4% and using of Bullet Mashismo 3.5% ,Using of Lightening 535 is 3.4% and using of Bullet 500 is 12.3% , using of Bullet 350 is 35.8% and also others 33% rest of 100 respondents.

10. How long you own this vehicle?

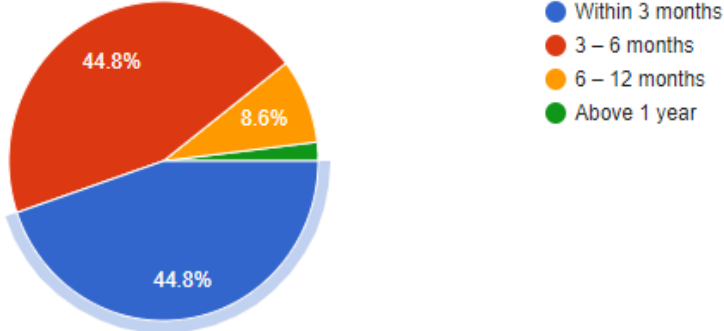
105 responses



As per the survey selected group of royal enfield customers is 23.8% in 6 months. And 18.1% in 1 year and in 2 years 16.2% and above 2 years is 41.9% people are having royal enfield bike

11. When did you given your vehicle for service in the recent past?

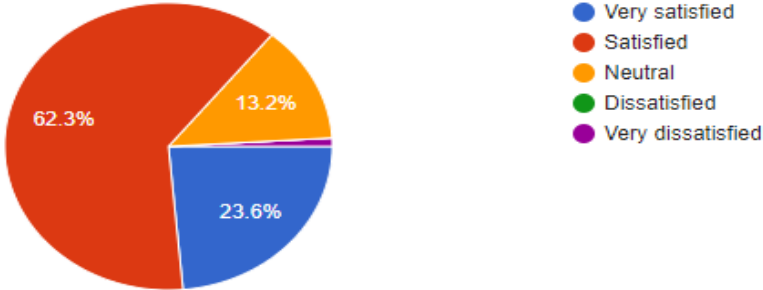
105 responses



According to the survey the number people giving for the service 44.4% is within 3 months, and the 44.8% is giving 3-6 months, and the 8

14. Overall how satisfied are you with the after sale service of your 'Royal Enfield Company'?

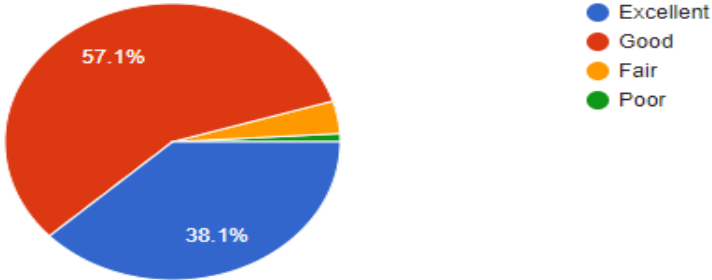
106 responses



The number of people satisfied with after sale service is 62.3% people are satisfied ,23.6% people are very satisfied and 13.2% people are neutral and others are not satisfied

15. Overall how satisfied are you with the aesthetics of your 'Royal Enfield Bullet'?

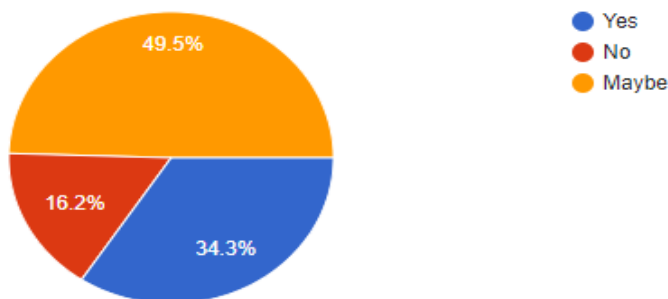
105 responses



As per the survey the satisfied number of people with the aesthetics of royal enfield is 38.1%people agree with excellent and 57.1% people agree with good and other people are agree with fair and some of poor

19. Does Royal Enfield brand committed to environmental protection (green practices)?

105 responses



As per the survey the number of people agree with the royal Enfield is committed to environmental protection is 34.3% people say yes and 16.2% people says no, and 49.5% people says may be

**Chi square test:**

**Table-1.4**

**Crosstab**

		@3Age			Total
		Excellent	good	average	
excellent		0	1	0	1
average		12	1	0	13
Poor		53	6	4	63
5.0		14	9	0	23
Total		79	17	4	100

**Hypothesis**

Ho= There is no relation between the sale services of company on age.

H1= There is a relation between the sale services of company on age.

**Chi-Square Tests**

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	18.010 <sup>a</sup>	6	.006
Likelihood Ratio	16.809	6	.010
Linear-by-Linear Association	.878	1	.349
N of Valid Cases	100		

a. 8 cells (66.7%) have expected count less than 5. The minimum expected count is .04.

**Interpretation:**

*A Study on Customer Satisfaction Towards After Sale Services of Royal Enfield Acclaim Motors, Yelahanka, Bangalore*

As per the above table, the chi-square value is 18.010 and the P-Value for 0.006 which is less than the critical value 0.05, so we reject the null hypothesis and accept the alternative hypothesis that there is a relation between the sale services of company on age.

**Interpretation:**

The table (2\*2) is represented size of the effect here; coefficient of correlation is the level of significance is low degree positive correlation.

**FINDINGS**

- The perception level Royal Enfield ltd the value indicates high degree positive correlation coefficient value .624 where it comes between .75 to1 and positive correlation the respondent gave ranking good and average
- Positive correlation coefficient value .650 where it comes between .75 to1 and positive correlation the respondent is satisfied with their services
- Overall satisfaction level of sales after service of Royal Enfield Company correlation value is -.454 (significant level is .01 two tailed test) where it comes between -.75 to-1 so the correlation is high degree negative correlation the respondent are dissatisfied with their sales services.
- The chi-square value is 18.010 and the P-Value for 0.006 which is less than the critical value 0.05, so we reject the null hypothesis and accept the alternative hypothesis that there is a relation between the sale services of company on age.
- As per the above table, the chi-square value is 18.542 and the P-Value for 0.018 which is less than the critical value 0.05, so we reject the null hypothesis and accept the alternative hypothesis that there is a relation between the satisfaction level of Royal Enfield Company and Age
- The chi-square value is 12.241 and the P-Value for 0.057 which is less than the critical value 0.05, so we reject the null hypothesis and accept the alternative hypothesis that there is a relation between the perception level of Royal Enfield Company and Age of the respondents.
- The chi-square value is 30.389 and the P-Value for 0.034 which is less than the critical value 0.05, so we reject the null hypothesis and accept the alternative hypothesis that there is a significant relation between the Royal Enfield Model and Income
- The chi-square value is 30.389 and the P-Value for 0.034 which is less than the critical value 0.05, so we reject the null hypothesis and accept the alternative hypothesis that there is a relation between the usage of vehicle and Income.

**CONCLUSION**

After my look at on “consumer perception” at level Royal Enfield ltd , I have conclude that I bear in mind that degree Royal Enfield ltd is the primary provider in Bangalore and has were given better room for improvement in enjoyable its clients.

But I keep in mind that enterprise additionally performs a crucial position with the aid of manner of creating the superb that each one the clients are handled uniformly in offering the income and offerings and all.

Final however not least, degree Royal Enfield ltd can persuade increasingly customers to pick out them for every profits and carrier inside the Bangalore.

**BIBLIOGRAPHY**

- [1] Pradeep Kumar (2003), Element of Marketing Management, 6th edition.
- [2] Leon. G.Schiffman (2009), Consumer Behavior, 11th edition, Prentice-hall of India.
- [3] Philip Kotler (1999), Principle of Marketing, 8th edition, Prentice-hall of India.
- [4] Analysis for Marketing Planning, Donald Lehmann, and Russell S Winner. 6th Edition, Tata McGraw Hill, 2005.
- [5] Basic Marketing A Global Managerial Approach. 15th Edition,
- [6] William D Perreault Jr, E Jerome mccarthy, Tata McGraw Hill, New Delhi, 2006.



**Websites**

- [7] [www.royalenfield.com](http://www.royalenfield.com)
- [8] [www.wikipedia.com](http://www.wikipedia.com)
- [9] [www.slideshare.com](http://www.slideshare.com)
- [10] [www.googlebooks.com](http://www.googlebooks.com)
- [11] [www.aclaimmotors.com](http://www.aclaimmotors.com)

\*\*\*\*\*