

PROJECT REPORT ON
STUDY OF CUSTOMER SATISFACTION
FACTORS WITH REGARDS TO RELIANCE
TRENDS, KENDRAPARA



Reliance
trends

PREPARED BY:
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REPORT

A project on "Study of Customer Satisfaction Factors with Regards to Reliance Trends, Kendrapara" was undertaken by student of Commerce department during the month of March in 2023. No of students participated in the project work. The study has relied upon both primary and secondary data. Primary data were collected randomly from 50 respondents. The study is mainly conducted for the Reliance Trends. In present scenario, customer retention is the important marketing strategy in global business competition. An organization strategy that combines all of its marketing goals into one comprehensive plan, where a good marketing strategy will be drawn from market research and focus on the right product mix in order to achieve the maximum profit with a potential customer and sustain business. Secondary data were obtained from various sources such as reports, journals, and books. Simple percentage analysis was used to interpret the data. The project work was supervised by Mr. Ranjan Kumar Behera , Lecturer in Commerce. After completion of the project students presented their report before the external and internal examiner for valuation.

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Signature of Supervisor

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INTRODUCTION

Reliance Group

The Reliance Group, founded by Dhirubhai H. Ambani (1932-2002), is India's largest private sector enterprise, with businesses in the energy and materials value chain. Group's annual revenues are in excess of US\$ 66 billion. The flagship company, Reliance Industries Limited, is a Fortune Global 500 company and is the largest private sector company in India.

Backward vertical integration has been the cornerstone of the evolution and growth of Reliance. Starting with textiles in the late seventies, Reliance pursued a strategy of backward vertical integration - in polyester, fiber intermediates, plastics, petrochemicals, petroleum refining and oil and gas exploration and production - to be fully integrated along the materials and energy value chain.

The Group's activities span exploration and production of oil and gas, petroleum refining and marketing, petrochemicals (polyester, fiber intermediates, plastics and chemicals), textiles, retail, info Tel and special economic zones.

Reliance enjoys global leadership in its businesses, being the largest polyester yarn and fiber producer in the world and among the top five to ten producers in the world in major petrochemical products.

Major Group Companies are Reliance Industries Limited, including its subsidiaries and Reliance Industrial Infrastructure Limited.

INDUSTRY PROFILE

Introduction

The Indian retail industry has been thrown open to foreign majors and is packed with players who strive to offer great products and value-for-money to Indian consumers. The country holds vast promise for retailers with its burgeoning spending power and rising middle class.

The US\$ 500 billion market, growing at an annual rate of about 20 per cent, is largely dominated by small shops and stores as of now. The organized segment is in its nascent stage and has huge potential to harness in the sub-continent. Foreign giants like Wal-Mart and IKEA have recently received the government's nod to enter the Indian market, after making all the necessary compliances.

Online Retail

Internet is the buzzword in India these days. People have online access 24x7 through their laptops, iPads and mobile phones. As a result they have continued access to online retail markets as well.

Online retailers are emerging as important sales channels for consumer brands in India as more and more people, especially the young generation, are shopping online. From apparel to accessories, kid's and infants product line and almost everything under -the-sun is available on the net these days. Apparel and accessory brands, such as Puma, Nike and Wrangler, have recorded a big increment in online sales in 2021, led largely by purchases from smaller towns and cities with consumers paying the full price for these products.

For instance, footwear brand Nike has tie-ups only with online retailers such as Myntra and Jabong. And in a very unique initiative, it recently launched its new range of cricket gear on Jabong. Such partnerships turn

out to be very successful as online retailers provide greater visibility than a physical store. "Our online store can carry around 10,000 options, while an offline store can carry only 20 per cent of a given range," said an official.

Online retail in India is projected to grow to US\$ 76 billion by 2021, accounting for over 5 per cent of the Indian retail industry, according to a report by advisory services firm Technopak. This forecast is encouraging more companies- big and small- to sell aggressively online. Experts believe that much of this growth will come from the rising purchasing power of consumers in smaller cities, who do not have access to brick and mortar stores stocking high end brands.

Evolution of the Indian Retail Sector

Traditionally retailing in India can be traced to

- The emergence of the neighbourhood 'Kirana' stores catering to the convenience of the consumers.
- Era of Government support for rural retailing: Indigenous franchise model of store chains run by Khadi & Village Industries Commission.
- 1980's experienced slow change as India began to open up eco
 - Textiles sector with companies like Bombay Dyeing, Raymond's, S Kumar's and Grasim first saw the emergence of retail chain.
 - Later Titan successfully created an organized retailing concept and established a series of showrooms for its premium watches.
 - Post 1995 onward saw an emergence of shopping center.
 - Mainly in urban areas, with facilities like car parking.
 - Emergence of hyper and super markets trying to provide customers with 3 V's - Value, Variety, Volume.

Major Players in Indian Retail Industry:

- MAX
- PANTALOONS
- WESTSIDES

International retailers:

There has been greater influence of brands like Wal-Mart, Tommy Hilfiger, Carrefour, Marks &

Spencer's, Nike, etc in the big cities of India for long.

COMPANY PROFILE

Reliance in retail

Reliance Retail Limited (RRL) is a subsidiary of Reliance Industries Limited, which is based in Mumbai. RRL was set up in 2006 and marks the foray of the Reliance Group into organized retail. RRL has been conceptualized to include growth for farmers, vendor partners, small shopkeepers and consumers. It is based on Reliance's backward integration strategy, to Build a value chain starting from farmers to consumers.

Company Profile

Company	: Reliance Retail
Subsidiary Company	: Reliance Trends
Founded	: 2007
Headquarters	: Mumbai
Chairman and Managing Director	: Mrs. Isha Ambani Piramal

The Apparel, Luggage and Accessories division of reliance retail has announced the launch of

their first Apparel speciality store "Reliance Trends".

All the Reliance Trends stores located at different places across Cuttack offer some of the best Indian and international with each store's area of more than 15000 sq.ft of shopping area, and has been designed and furnished by the best of the international design agencies to offer a high style and lavish experience to the Indian consumer.

The store layout compliments the evolving tastes and preference of fashion savvy consumers, giving them an opportunity to view/shop with ease, along with an army of well-trained customer service associates to compliment the entire shopping process.

Riding on the tremendous success of Reliance Mart at various locations across India, the apparel division of Reliance Retail is well on track to democratize fashion and make it attainable to the masses.

This is being possible by the extraordinary design pool of Indian and International designers, integrating the international design trends and preferences of the Indian consumers.

The company is offering solutions to common maintenance problems through its state of the art innovative products like Ever White Shirts, Anti Stain Trousers, Wrinkle free range of garments, aromatic clothes for infants and quick-dry sportswear that ensures optimum moisture management.

Product quality has been ingrained into the DNA of Reliance Trends and is integral to the Mission of "GRAHAK DEVA BHABA" the quality system are designed, implemented and Monitored as per international standards by a highly competent team of professionals.

To deliver the customer the best value for their money, only those products that demonstrate an exemplary safety and quality meeting both implicit and explicit needs of the consumer are approved for purchase.

Some of the quality standards that are being followed are American Association of textiles, chemists and colorists. American Standard, ISO and BIS methods.

For the first time in organized retail, Reliance Trends is introducing **Made to Measure** tailoring service offering customized fits to all the customers buying fabric from the store at prices compatible to neighborhood tailors.

Reliance Trends is offering a homogenous mix of private label of brands across men's, women's and children's category to fulfil every customer's requirements.

The **Network** range of garments comprises of formal office wear and collection for men and women, while the **Netplay** range, showcases a smart casual collection for the evolving workplace. The **DNMX** range has been developed with a clear focus on the youth of India, offering them exclusively crafted fashion garments like Denims, T-shirts etc.

Avaasarange of Indian wear for women, offers the finest collection of salwar kurtas, churidars and a fast evolving Mix and Match range of garments. An exclusive label **Panda** has been developed for infants and toddlers, while the **FRENDZ** range of garments would complement the wardrobes of the growing generation of boys and girls.

Apart from these private labels, the store is also offering some of the most renowned brands in the country like Levi's Strauss Signature, Peter England, Indigo Nation, American

Tourister, John Players etc. Some designer labels either directly or through their sub brands most of these exclusively for Reliance Trends.

Continuing the tradition of reaching out to the middle class of the country, the current offering from Reliance Trends is easily affordable to the Indian consumer. The specific private label called First Class is designed to cater to the range of garments: cutting men's, women's and children's wear to deliver extreme value to the Indian consumers.

Taking forward the voice of Shri Mukesh Ambani, Chairman & Managing Director, Reliance Industries Ltd, Reliance Trends delivers unmatched affordability, quality and chain of products and services to the consumer. Reliance Retail continues to fine tune its offering and listening to its customers and learning from them. This as the Chairman envisions, will be the beginning of transformation of Indian Retail with benefits for the consumer.

Product Profile

1) Women's Wear

Indian wear	Formal wear
Semi Formal wear	Casual wear
Dress material	Lingerie

2) Men's wear

Formal wear	Semi Formal wear
Casual wear	Sports wear
Men's wear fabric	Under garments

3) Kid's wear

Infants	Toddlers
Girls 2-8 years	Girls 8-14 years
Boys 2-8 years4)	Boys 8-14 years

Accessories

Handbags	Socks
Handkerchiefs	Sports Goods

Reliance jewels

Gold
Silver
Diamond

Private labels by Reliance Trends :-

NETPLAY
PERFORMAX
DNMX
JOHNPLAYERS
TEAMSPIRIT

External labels by Reliance Trends:

PETER ENGLAND
KILLERS
TWILLS
INTEGRITY
VIMAL
TURTLE

PARX

Group vision

Democratize fashion, enrich quality of life of Indian households by giving them access to quality, fashionable clothing at extreme value.

Group mission

To be the India's largest apparel retailer and the dominant player in retail space.

USP

Q: Best Quality

F: Latest Fashion

T: Patented Technology

V: Value for Money

SWOT ANALYSIS

STRENGTH:

- Lower Price
- Coupons, Voucher
- Promotional Products
- Good Quality
- Value to money
- Understanding the customer needs
- Implementation of the pint theory (5 theory = greeting)
- Offer on national holiday like 15 august , 26 Jan ,16 Jun etc.
- Ultimate offer (offer for the whole yr)

WEAKNESS:

- Repeated Collections
- Not Much Collections
- Lack Of Awareness

OPPORTUNITIES:

- New Products: Expanding Beyond Clothing To Include More Shoes, Handbags
- Catalogs
- Removing The Products Which Are Not Selling Much

THREATS:

- There Is a Competition From Stores Like PANTALOONS, MAX, VISHAL etc.
- Many Stores Have to Open

CUSTOMER SATISFACTION

CUSTOMER SATISFACTION

Customer service is the provision of services to customers before, during and after a purchase. According to Turban "Customer service is a series of activities designed to enhance the level of customer satisfaction that is, the feeling that a product or service has met the customer expectation."

Its importance varies by product, industry and customer; defective or broken merchandise can be exchanged, often only with a receipt and within a specified time frame. Retailers will often have a desk or counter devoted to dealing with returns, exchanges and complaints, or will perform related functions at the point of sale; the perceived success of such interactions being dependent on employees "who can adjust themselves to the personality of the guest,"

Customer service plays an important role in an organization's ability to generate income and revenue. From that perspective, customer service should be included as part of an overall approach to systematic improvement. A customer service experience can change the entire perception a customer has of the organization.

Customer support is a range of customer services to assist customers in making cost effective and correct use of a product. It includes assistance in planning, installation, training, trouble shooting, maintenance, upgrading, and disposal of a product.

A multi-task position drawing on extensive **CUSTOMER SERVICE** experience to advance a proven track record for developing and maintaining key accounts and improving departmental efficiencies.

Objectives of Customer Services

- Provide customers and staff with clear standards and expectations.
- Ensure all the customers contact reaches appropriate conclusions.
- Minimize incidences of repeat contact
- Seek to provide a seamless service for customers
- Provide equal and easy access to our services at a time, place and channel that meet the needs of residents, businesses and other stakeholders
- Cater for customers needs irrespective of age, gender, physical or financial ability, ethnic origin, race, religion or geographical location

- Provide a prompt, courteous and knowledgeable response to all customer enquiries.
- Equip our staff to provide customers with an excellent standard of service
- Enable our customers to provide feedback easily, through complaints, customer surveys, etc.
- Use customer compliments, comments and complaints to drive improvements to service
- Improve the speed, quality and consistency of response to enquiries by having our information in a format that can be easily accessed

Customer Segmentation of Reliance trends

- Reliance trends target higher & upper middle class customers.
 - The large and growing young working population is a preferred customer segment.
 - Reliance trends specially targets working women & home markets who are the primary decision maker.
- Reliance also targets on the young population of the country as they will follow fashion mostly and of reliance promotes itself as the India's target fashion destination. Good customer service is the lifeblood of any business. You can offer promotions and slash prices to bring in as many new customers as you want, but unless you can get some of those customers to come back, your business won't be profitable for long.

Good customer service is all about bringing customers back. And about sending them away happy - happy enough to pass positive feedback about your business along to others, who may then try the product or service you offer for themselves and in their turn become repeat customers.

The field of my research is **Customer Satisfaction** which focuses on customer's perceptions.

Many firms are interested in understanding what their customers thought about their shopping or purchase experience, because finding new customers is generally more costly and difficult than servicing existing or repeat customers. Such researches provide a wider scope to the firms in the terms of high customer satisfaction.

Definition:

CUSTOMER SATISFACTION

Customer Satisfaction, business term of how the products and the services supplied by the company meet or surpass the customer expectation. It is the key performance indicator within the business. Customer satisfaction can greatly achieved by imparting Customer Relationship Management (CRM) in the company.

BUSINESS TECHNIQUES OF CUSTOMER SATISFACTION

- One of the key customer satisfaction techniques is the need to provide front line employees with the ability to respond to customer situations quickly without the need to ask for permission.
- Innovation drives customers' satisfaction. As customers' needs keep changing, an innovation-driven company is capacitated to exceed customers' expectations.
- To provide after sale services.
- Listen actively and carefully.
- Anticipate that the customer will be asking questions. They may be easy, they may be hard. But encourage them anyway. If you cannot provide an answer, promise to find out the answer from someone who can.
- Be patient, look from the customer's point of view and work from there. This point of view will always give you the best outlook on the situation.
- Always keep a smile on your face when dealing with customers which can lead to customer satisfaction. This positive attitude can rub off and turn a potentially negative situation into a positive experience

RECENT METHODS THAT TODAY'S FIRM ADOPT TO INCREASE THE CUSTOMER SATISFACTION

In order to stay competitive and remain profitable, businesses have to focus on the quality of their customer service. Companies that invest time, energy and money into developing and nurturing quality so customers can have a satisfactory experience are going to be more profitable and better likely to experience more sustained growth over the long-term.

Customer-Centric Attitude

Operations should be customer-centric meaning that the customer's best interests should always be foremost. Service should be offered in a helpful way and with a smile. Both

management and employees should show interest towards the customer and strive to give them a good experience.

Today's companies must strive even harder than abiding by this golden rule of customer service.

Customer care

is something which is done even after the product is purchased. Many companies are interested in knowing the reason why consumers have purchased the goods and services or even the goods are not purchased. Managers interested in customer care try to collect a database as to why the customers have purchased the competitors product and service and what will be the level of satisfaction if it is introduced in our product or service. And also to find the level of expectations and their level of dissatisfaction.

Customer focus

is attained when everyone in the organization make efforts to focus the activities towards the satisfaction of the customers right from the stage of new product planning and to product modification to the stage of elimination of the goods and services everything revolves around the customers. All the activities are focused on the customer satisfaction.

Customer Service Training

Another strategy to improve customer satisfaction is to invest in customer service training. All employees should be on board with how to treat customers and help them gain a valued experience. The quality of customer service can easily make or break a business.

The experience the people have received is the most important aspect in selling pure services or services with tangible goods. Once the customers is satisfied with the service his loyalty towards that product or company is at its peak.

Companies today are doing a lot of self- introspection that they are really giving the said services to the customers.

Companies are spending more money and time to see that the services are evaluated and improved as per the expectations of the customers. In fact , the companies globally known for their services are always in the process of finding opportunities to improve on the quality of the services. Better results can be seen when the organizations makes use of external, internal, and interactive marketing.

Communication

Communication with customers is also important. It's a good idea to always provide customers with ways they can contact you and offer ways to contact them (if they choose). Offering e-mail, telephone line, web contact or other ways for customers to offer comments and/or complaints is of value.

Customer Relationship Management Software

Customer Relationship Management is a process of managing detail information about individual customer and carefully managing all the customers touch points with the aim of maximizing customer satisfaction and customer loyalty.

Customer Relationship Management Software. Customer relationship management (CRM) software has become a strategy many companies employ to help increase customer satisfaction. Through using CRM tools and accompanying philosophy, businesses can examine and analyze what customers want and strive to meet this demand before they even walk in the door.

BENEFITS

- CRM aims at individual customers. It tries to develop customer's relationship by looking into his needs and requirements.
- CRM helps in two-way communication by understanding the messages of the customers and responding to it. Thereby gaining customer loyalty.
- CRM helps to customize the products and thereby reducing the rate of customer defection.
- CRM tells the company what product or service the customer needs today and what it will need in the future.

Ask for Feedback

Being interested in customer feedback is always a valuable practice to engage in to increase customer satisfaction. What better strategy and technique to find out how to satisfy your customers than to ask them?

Surveys, questionnaires, talking to customers as they shop, and then following up with calls or emails are all good ways to get feedback.

Quality Control

Quality is important to customer satisfaction and the level of quality directly plays into a business' ability to meet customer expectations. Quality should be monitored for both service and the type of products offered; as a part of this guarantees and the willingness to stand behind service and/or products is necessary.

Creating Customer Delight

Customer delight is when the standard of the goods and services are much higher than the expectations of the customers, this not only satisfies them but surprises and delights them. To create customer delight the company will not only increase the standard of service but will train its personnel to deliver in its best possible manner the services as expected by the customers.

Customer delight depends on the reliability factor of the company. This is the ability to perform what has been promised to the customer. Companies who focus on customer delights should be dependable and have accuracy in delivering the services to the customers.

Companies with much attitude of empathy and always paying individual attention to its customers which in turn builds customer delight. The advantage is manifold because it creates brand loyal and customer loyalty.

Significance of Customer Satisfaction Research

In a competitive marketplace where businesses compete for customers, customer satisfaction is seen as a key differentiator and increasingly has become a key element of business strategy.

Customer satisfaction not only to create loyalty among the customers but it increases the goodwill of the company by uplifting the market value of the brand. Customer researches are conducted to answer the basic questions like who our customers are? What do they like to buy?,

when do buy and how do they buy?, it examines the taste, preferences and the attitude of the customers. Mostly it tends to become qualitative motivational research of customer behavior. Here, the self concept, ego, personality and life style of the consumers are studied. There is an attempt to study beliefs, opinions of the customers.

By conducting such researches the company can minimize its defects in the field of production and can deliver high quality of services in relation to its competitors. Such researches can be carried by conducting surveys through interviews and questionnaire methods. These questionnaire methods form a path of getting the customers positive and negative feedback. The company can then respond to feedback and can retain the existing customers as well preventing them from shifting to other brands.

A customer complaint could be the insight you have been seeking to learn why a certain product isn't moving. It can also be an indicator of personnel problems. If a customer mentions that an item does not work properly, you can research and try to recreate the problem, potentially finding a fix that will increase sales. A customer's complaint about an employee's lack of knowledge may reveal a need for more extensive training, while a grievance about poor customer service provides the chance to address it with your staff.

By doing so it creates confidence among the customers, leading to word-to-mouth publicity which is more effective rather than t.v. commercials.

Why measure the Customer Satisfaction?

Customer satisfaction is tied directly to profitability. Well-established research by Bain & Company found that, for many companies, an increase of 5% in customer retention can increase profits by 25% to 95%. The same study found that it costs six to seven times more to gain a new customer than to keep an existing one.

It is important to consistently measure and monitor that input. Without an effective customer satisfaction research program in place, the company will be losing business, missing opportunities, and putting itself at a competitive disadvantage. In order to measure the customer satisfaction a Customer Satisfaction Survey has to be carried out. A closer look at how to formulate survey questions.

1. When to Conduct Customer Satisfaction Research?

The answer depends on the size of the customer base and the purpose of the research.

There are two key types of surveys, and they serve very different purposes:

***Transactional surveys.** solicit feedback directly from the product or service user about that particular encounter. They are conducted immediately after each customer transaction. *** Relationship surveys.** collect input from people who have an ongoing relationship with the company and have had multiple transactions. The respondents typically are responsible for deciding whether to continue the working relationship. In many cases conducting both transactional and relationship surveys may be appropriate.

2. How to distribute the survey?

The best means of distributing a survey depends on whether it is a transactional or relationship survey. A transactional survey is conducted at the point of customer contact. Relationship surveys, on the other hand, are most cost-effectively conducted online. Online data collection offers significant advantages over other modes of interviewing customers, and you should use it whenever possible. The advantages include:

***Speed.** The internet offers instantaneous distribution of survey and real-time accumulation and tabulation of results. This allows for immediate data analysis, even while the survey is still in progress. The faster responses arrive, the faster they can be addressed. In contrast, mail surveys suffer from long lag times and low response rates.

***Candor.** This is essential for research on sensitive subject matter where studies indicate people are more likely to answer questions honestly on the Web than they are on the phone or in personal interviews. Such responses provide insight into what a company is

doing well and frequently provide warning signs about the health of the business relationship.

*Cost. The Internet eliminates postage and telephone costs as well as basic materials like paper, staples, envelopes, and printing. Because it is self-directed, there is no interviewer cost. Finally,

it's more convenient.

Promotional activities done by Reliance trends for driving more customers

into the store:

Reliance trends is doing different types of promotional activities with a main aim of bringing in more customers into the stores.

Reliance is focusing on attracting customers through different types of walk-in driven activities, some of the activities done by Reliance trends in the past 2 years are as below.

- Media plan
- Leaflets distribution & balloon distribution
- Guess the price challenge
- Event plans
- Trend stylish
- Seasonal offers
- Sponsoring college fests and corporate launches.

1. Media plan:

Media plan involves communication through different media such as

- Print media
- Social media
- Radio
- Cinema
- Outdoor communication

Print media:

Reliance trends is using the print media as one of its promotional activities. Reliance spends a lot of money in printing its advertisements in the most major news dailies. The advertisements will

be printed mostly on the weekends (Fridays, Saturdays and Sundays) in such a way that the

advertisements will grab the reader's attention and make them to come into the stores, which will not only increase the footfall of the store but also increase the revenue by attracting the people to make a purchase.

Social Media:-

- ☑ With the ever increasing usage of internet in the country, most of the population using the social networking sites such as Facebook, twitter.
- ☑ Reliance is having its own brand pages and groups in the Facebook with the help of which Reliance is doing some campaigns in the social networking sites for promoting its brands, new offers and creating brand awareness to the people.

Radio:

- ☑ Reliance trends is having own radio channel called Radio trends which will announce the offers in the stores all the time, making the customers who enter the store to know about all the offers.
- ☑ Other than its own radio channel Reliance trends is using some other radio channels for its promotions. In the radio channels like Radio mirchi, big FM, radio city etc.

Cinema:-

- ☑ Reliance trends is using cinema plan as one of its promotional activities, they are selecting the best multiplexes and single screen theatres in the catchment areas where the multiplexes and the single screen theatres are popular and more people will be visiting these multiplexes.

Leaflets and balloons distribution:

Reliance use to hire some guys for distributing the leaflets and balloons in the selected catchment areas. They will do this mostly on weekends and at the time of special offers. This leaflets distribution is basically for increasing the footfall to the store and thereby converting the people who enter the store into the final customers. I have observed that many people who have taken the leaflets have entered into the stores.

Guess the price challenge:

Reliance trends will hire two or three volunteers for engaging the crowd in the places where this activity is being conducted.

The volunteers will find the well dressed and good looking people, give them a chance to guess the price of the merchandise. If they guess the price correctly they will be given with some discount coupon.

Almost everyone who get the discount coupon will enter into the stores and try some apparels in the stores.

It will drive more walk-ins into the store and makes them to do a purchase as well.

Seasonal offers:-

Reliance will also do more promotions for the seasonal festivals like children day, Fathers day, Valentine's Day, Mothers day, Independence Day etc with different types of discounts and offers related to that specific day of festivals for bringing in more customers into the stores.

RESEARCH
METHODOLOGY

Title of the project:

CUSTOMER SATISFACTION AND STUDY OF PROMOTIONAL ACTIVITIES FOR
DRIVING IN MORE CUSTOMERS WITH REGARD TO RELIANCE TRENDS

Objectives:

1. To study the satisfaction level of customers with regard of reliance trends.
2. To find out the buying behavior of the customers coming in to Reliance trends.
3. To identify main competitors of Reliance trends with regard to services.
4. To study different types of promotional activities done by Reliance trends for driving more customers

Methodology adopted for study

- Observing the working of various departments like finance, Human resource, Marketing, purchasing and production.
- Discussion with executives, managers and employees.
- Visiting and surfing websites of the company
-

Meaning

Research Methodology is a set of various methods to be followed to find out various information's regarding market strata of different products. Research Methodology is required in every industry for acquiring knowledge of their products.

Area of study

The study is exclusively done in the area of marketing. It is a process requiring care, sophistication, experience, business judgment, and imagination for which there can be no mechanical substitutes.

Sources of Data

Primary Source- The primary data was collected by means of a survey. Q questionnaires were prepared and customers of the Reliance trends at two branches were approached to fill up the questionnaires. The questionnaire contains 15 questions which reflect on the type and quality of services provided by the Reliance trends to the customers. The response of the customer is recorded on a grade scale of strongly disagree, disagree, uncertain, agree and strongly agree for some questions. The filled up information was later analyzed to obtain the required interpretation and the findings.

Secondary Source- In order to have a proper understanding of the customer service of Reliance trends a depth study was done from the various sources such as books, a lot of data is also collected from the official websites of the Reliance trends and the articles from various search engines like Google, yahoo search and answers.com.

RESEARCH DESIGN

The research design is exploratory till identification of customer services parameters. Later it becomes descriptive when it comes to evaluating customer perception of customer service of the Reliance trends.

Descriptive research, also known as **statistical research**, describes data and characteristics

about the population or phenomenon being studied. Descriptive research answers the questions who, what, where, when and how.

Although the data description is factual, accurate and systematic, the research cannot describe what caused a situation. Thus, descriptive research cannot be used to create a causal relationship, where one variable affects another. In other words, descriptive research can be said to have a low requirement for internal validity.

The description is used for frequencies, averages and other statistical calculations. Often the best approach, prior to writing descriptive research, is to conduct a survey investigation.

Qualitative research often has the aim of description and researchers may follow-up with examinations of why the observations exist and what the implications of the findings are.

DATA COLLECTION TOOL

Data is collected from various customers through personal interaction. Some other information is collected through secondary data also. Data was collected through a structured questionnaire, Likert technique is used. Likert scale is simply a statement which the respondent is asked to evaluate according to any kind of subjective or objective criteria, generally the level of agreement and disagreement is measured.

The questionnaire consists of two parts. The first part consists of three questions concerning the demographic information of the respondent such as the name, age, occupation and gender. The second part consisting of respondent's perception about the customer services of Reliance trends and competitors analysis.

DATA ANALYSIS

1. Gender

particulars	Frequency	Valid Percent
male	28	56.0
female	22	44.0
Total	50	100.0



Analysis:

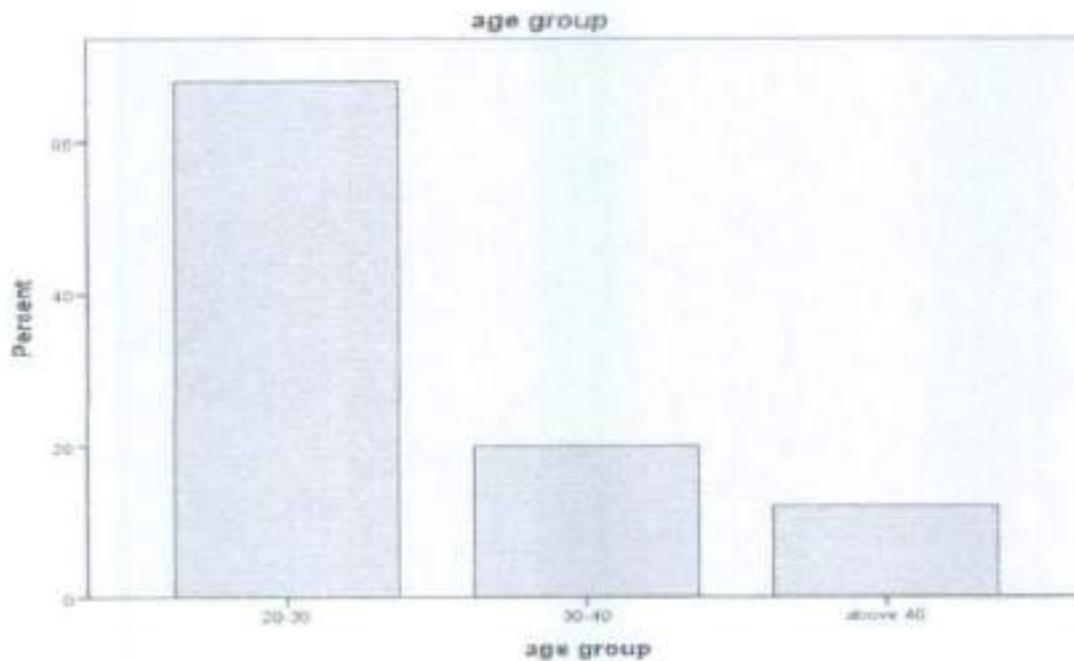
From the above table and the pie graph it is clearly observed that the number of males entering the reliance trends stores are more when compared to that of females. But from the taken sample of 50 respondents, the number is quite same.

Interpretation:

From the taken sample of 50 respondents the number of males is higher than the number of females but the number is quite same, so reliance should not neglect on any gender as both are entering into the stores in almost same numbers.

2. Age group

particulars	Frequency	Valid Percent
20-30	34	68.0
30-40	10	20.0
above 40	6	12.0
Total	50	100.0



Analysis:

From the above figure and the table it is clearly observed that most of the people entering into the reliance trends store belong to the age group of 20-30 years.

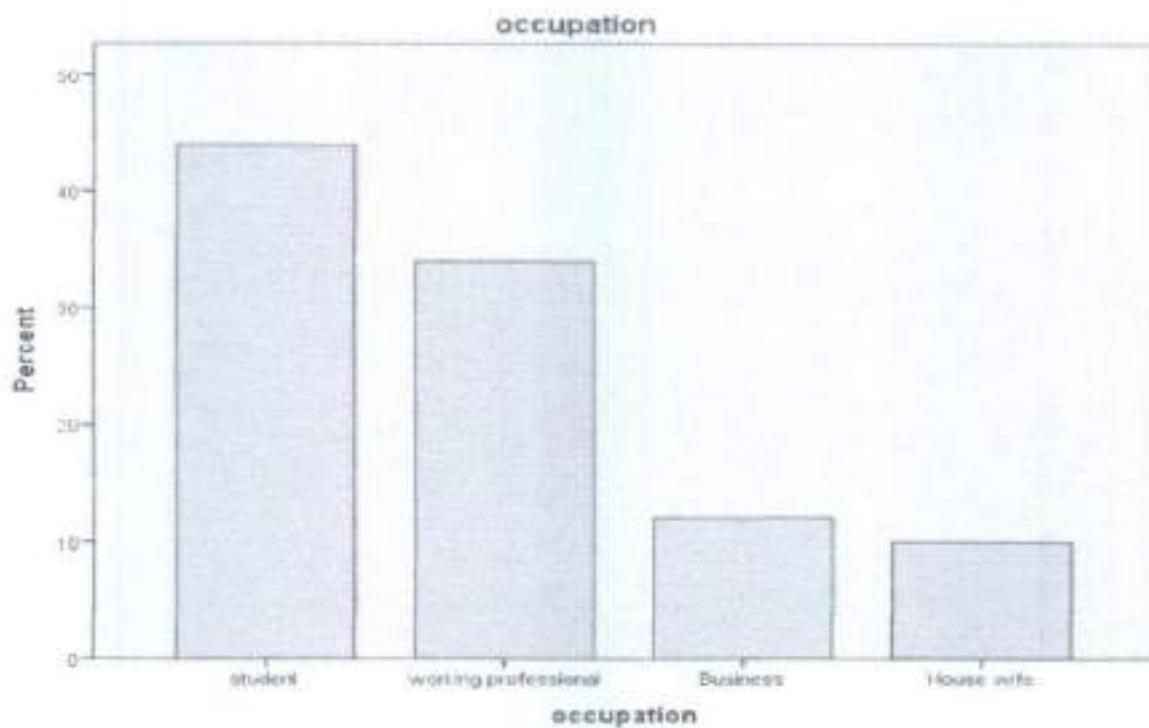
Interpretation:

As it is clear that the people of age group between 20-30 years are visiting the stores mostly. So reliance trends have to concentrate on attracting more people of this group. All the promotions should be done in the way to influence the people of this age group to come into stores. Also people of this age group will follow the fashion trends, and Reliance trends stands itself as

India's Largest Fashion Destination.

3. Occupation:

particulars	Frequency	Valid Percent
student	22	44.0
working professional	17	34.0
Business	6	12.0
House wife	5	10.0
Total	50	100.0



Analysis:

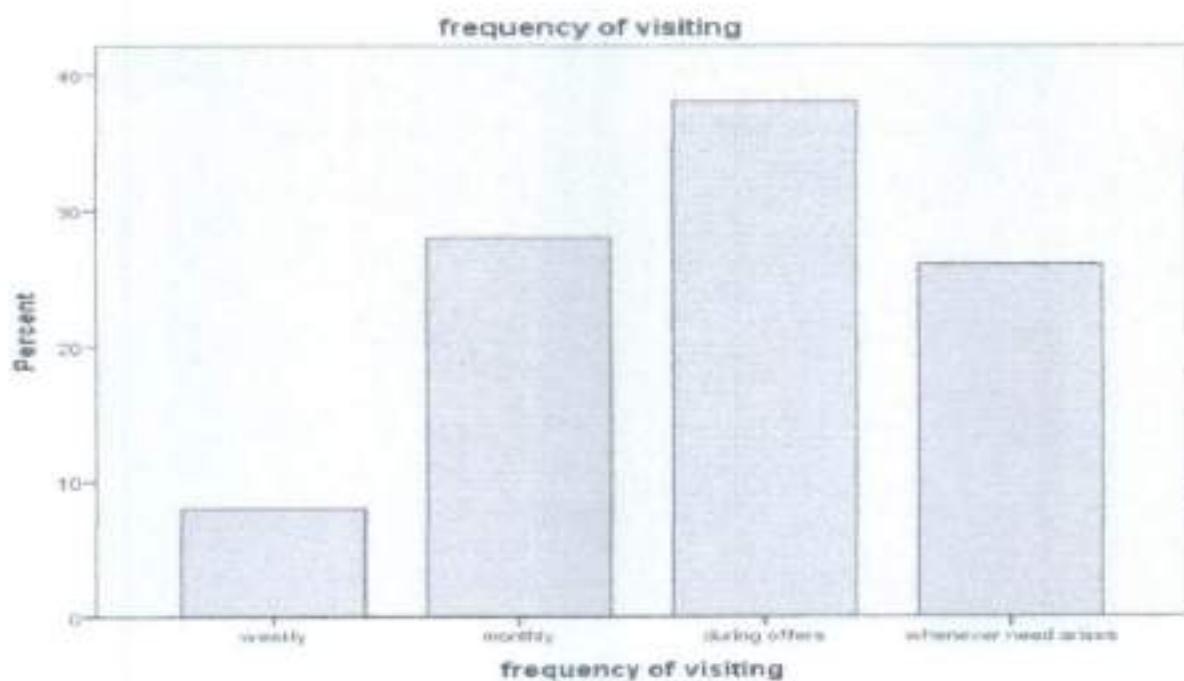
From the above bar graph it is very clear that most of the people who were entering the store are students and next to students is working professionals, followed by the business people and House wives.

Interpretation:

Reliance was getting its targets customers and it has to concentrate more on doing different types of promotions for attracting the remaining classes of customers.

4. How frequently do you visit reliance trends store.

particulars	Frequency	Valid Percent
Weekly	4	8.0
Monthly	14	28.0
during offers	19	38.0
whenever need arises	13	26.0
Total	50	100.0



Analysis:

From the above graph it is observed that 38% people entering the stores at the time of special offers, 28% people are coming to reliance trends stores monthly and 26% are coming whenever they need and just 8% people were coming into the stores on weekly basis.

Interpretation:

Most of the people coming into the stores during special offers and some are coming monthly and when ever need arises for them. So, Reliance have to concentrate on

maintaining the relationship with the customers in such a way that it should retain its customers

5. Are you happy with the location of reliance trends stores in the city

particulars	Frequency	Valid Percent
yes	45	90.0
no	5	10.0
Total	50	100.0



Analysis:

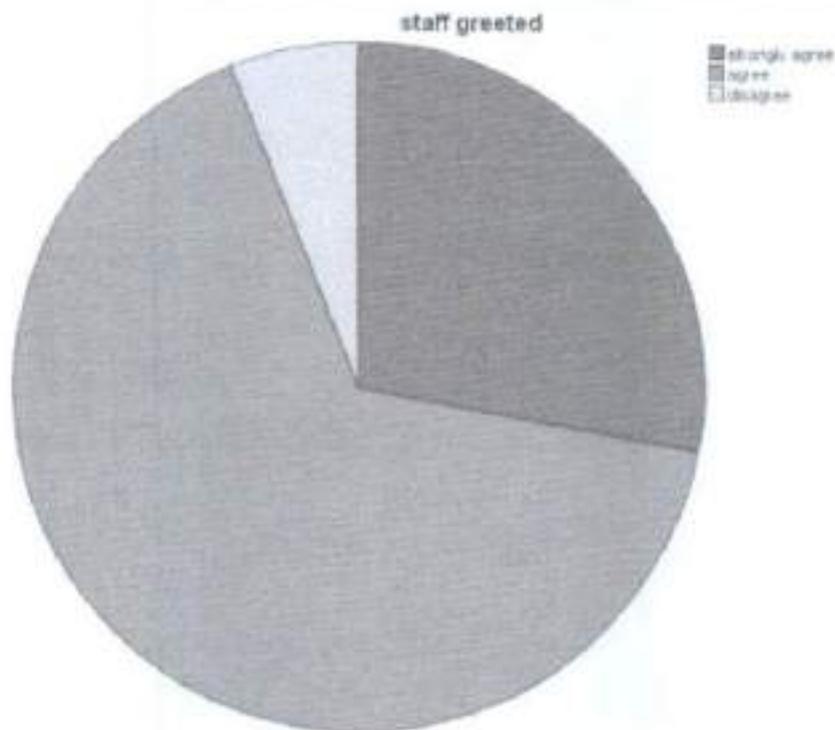
From the above figure it was clear that maximum people 90% feel that they were happy with the location of the stores in the city and remaining 10% were not happy with the location.

Interpretation:

It was clear that maximum of the respondents have told that reliance trends stores were located at the perfect locations in the city Reliance trends can concentrate on bringing more customers into the stores as they were located in the right locations in the city.

6. Staff greeted you and offered to help you.

particulars	Frequency	Valid Percent
strongly agree	14	28.0
agree	33	66.0
disagree	3	6.0
Total	50	100.0

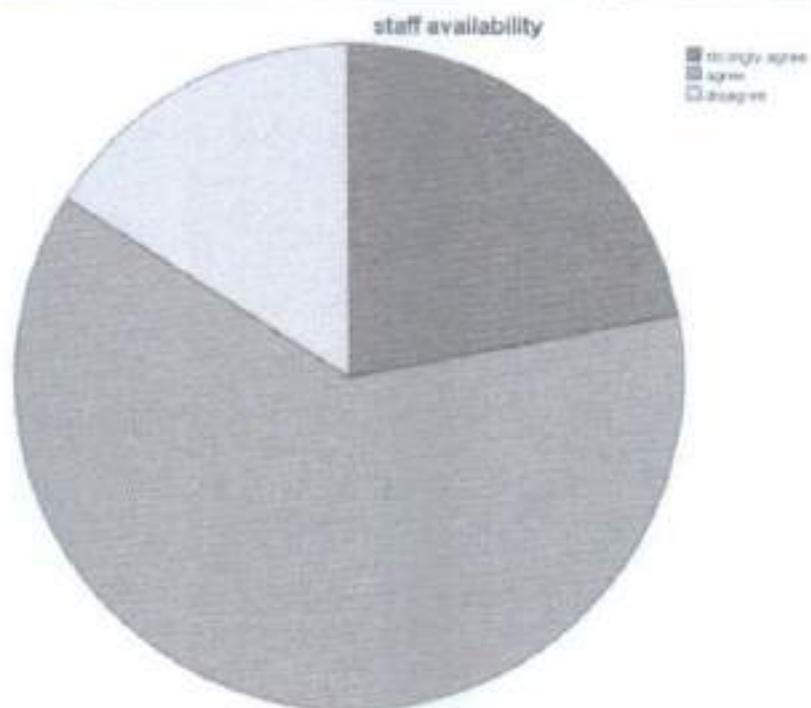


Analysis: From the above table and figure it is clear that 66% of people agreed that staff greeted them and offered to help them, 28% have strongly agreed, only 6% were disagree.

Interpretation: From the total of 50 respondents no one has given the response as strongly disagree and very less have given disagree so, it is very good that no one have negative response regarding this. So reliance trends can concentrate on training the employees in a better way for assisting different types of customers, employees must be made to communicate in the language which was understandable to the customers.

7. Staff was available in a timely manner.

particulars	Frequency	Valid Percent
strongly agree	11	22.0
agree	31	62.0
disagree	8	16.0
Total	50	100.0



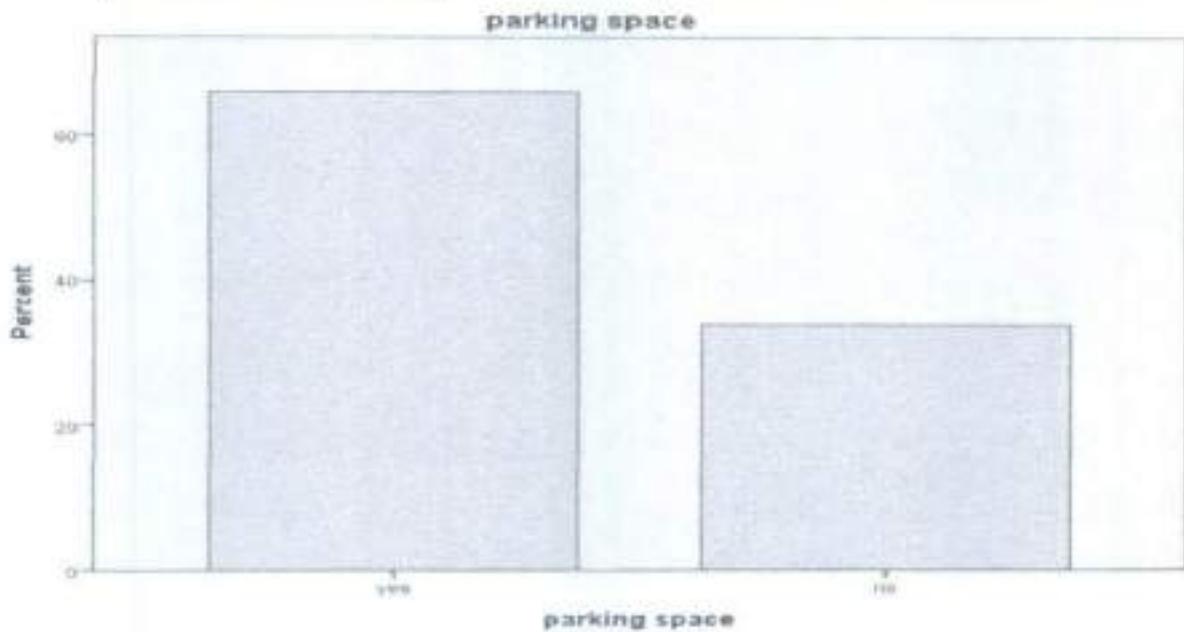
Analysis: More than 60% of the respondents agreed that staff was available to assist them in timely manner and 22% of respondents have strongly agreed and just 16% of respondents disagreed.

Interpretation:

From the above data it is clearly understood that very few customers feel that staff was not available in timely manner and the maximum of the respondents feel that staff was available.

8. Do the store provides convenient parking for customers:

particulars	Frequency	Valid Percent
yes	33	66.0
no	17	34.0
Total	50	100.0



Analysis: 66% of the respondents feel that they have convenient parking space and 34% of respondents feel they don't have convenient parking space.

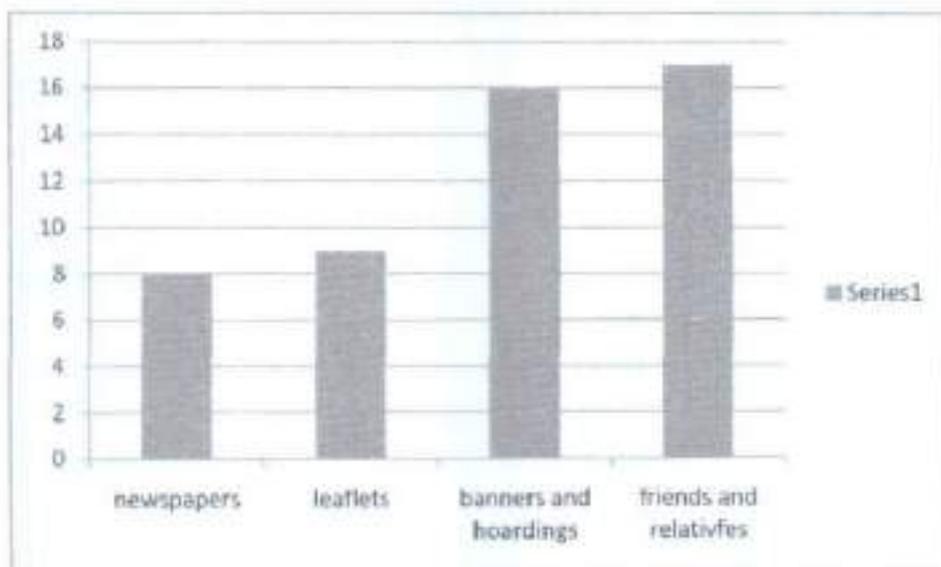
Interpretation:

Almost all the reliance trends store are having enough parking space but some people are feeling

that they don't have convenient parking. This may be because parking vehicles in the parking space is not properly managed. If the parking space is not available for customers there may be chance that they may get negative impression on entire Reliance trends.

9. How did you come to know about reliance trends.

particulars	Frequency	Valid Percent
newspapers	8	16.0
leaflets	9	18.0
banners and hoardings	16	32.0
friends and relatives	17	34.0
Total	50	100.0



Analysis:

From the above data it was clearly observed that 34% of people came to know about reliance trends through their friends and relatives and 32% of people through banners and hoardings, through leaflets is 18% and through newspaper advertisement is 16%.

Interpretation:

Reliance trends is getting mouth publicity with out any cost to company, many customers came to know about reliance trends from their friends and relatives. Branners and hoardings also helps reliance trends to bring customers. We cannot neglect the number of customers coming by seeing the advertisements in news papers and by receiving pamphlets, they both confine a total of 34%. So we can concentrate on doing these activities more effectively.

10. Do you like to visit reliance trends store again.

particulars	Frequency	Valid Percent
yes	44	88.0
no	6	12.0
Total	50	100.0



Analysis:

From the above figure it is clear that maximum of the respondents feel that they would like to visit reliance trends store again.

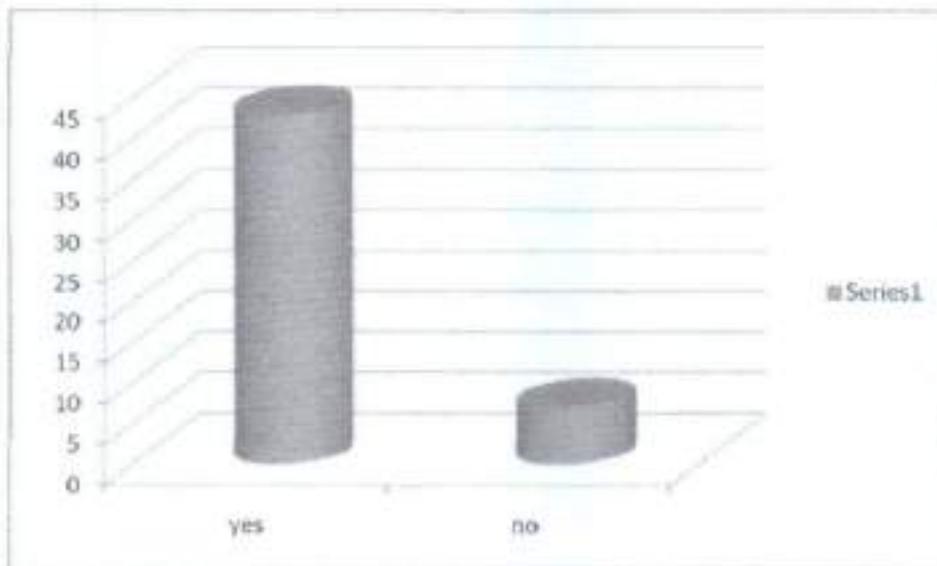
88% of respondents like to visit again and only 12% of respondents didn't like to visit again.

Interpretation:

From the above analysis it can be observed that almost all the customers entering into the store like to visit the store again. Reliance have to maintain a better relationship with the customers for making them to come into reliance trends stores again and again by training the employees for assisting customers.

11. Would you like to recommend reliance trends to your friends and family?

particulars	Frequency	Valid Percent
yes	43	86.0
no	7	14.0
Total	50	100.0



Analysis:

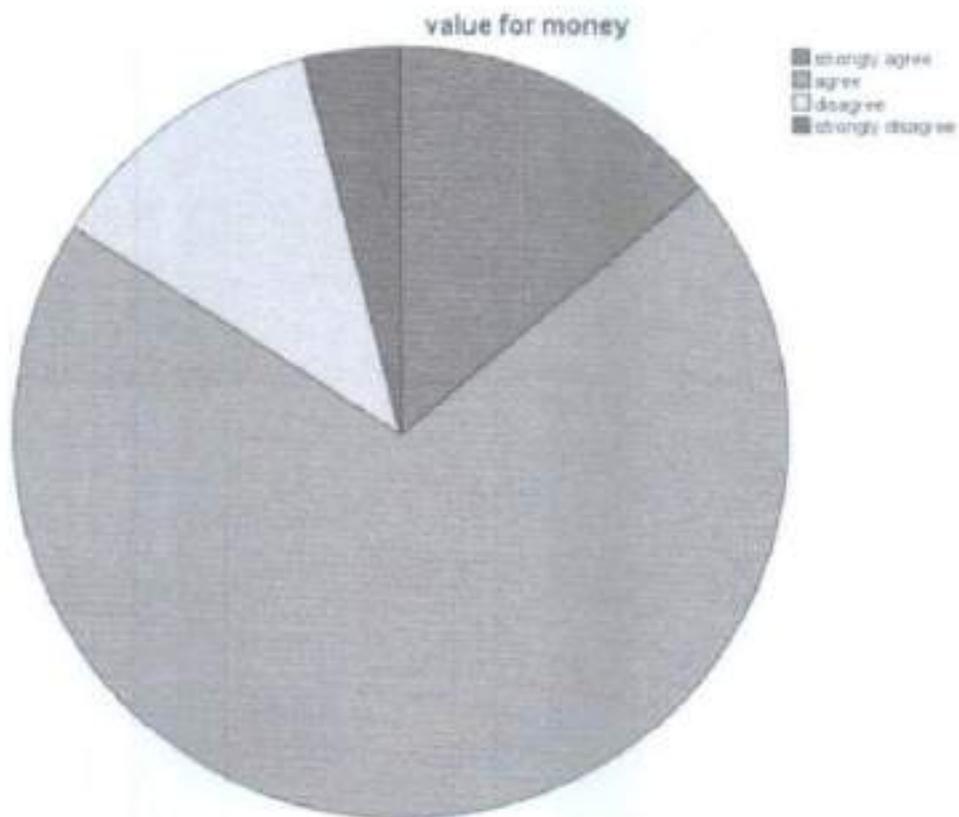
86% of respondents said that they would like to recommend reliance trends to their friends and relatives, only 14 % said that they would not like to recommend reliance trends.

Interpretation:

It is very good for reliance trends that 86% of people who are coming into store like to visit the store again and also they would like to recommend reliance trends to others. So reliance trends can concentrate on the remaining people who are not likely to recommend reliance trends to others by assisting them in providing what they want.

12. The offers available in the store are good value for money.

particulars	Frequency	Valid Percent
strongly agree	7	14.0
Agree	35	70.0
Disagree	6	12.0
strongly disagree	2	4.0
Total	50	100.0



Analysis:

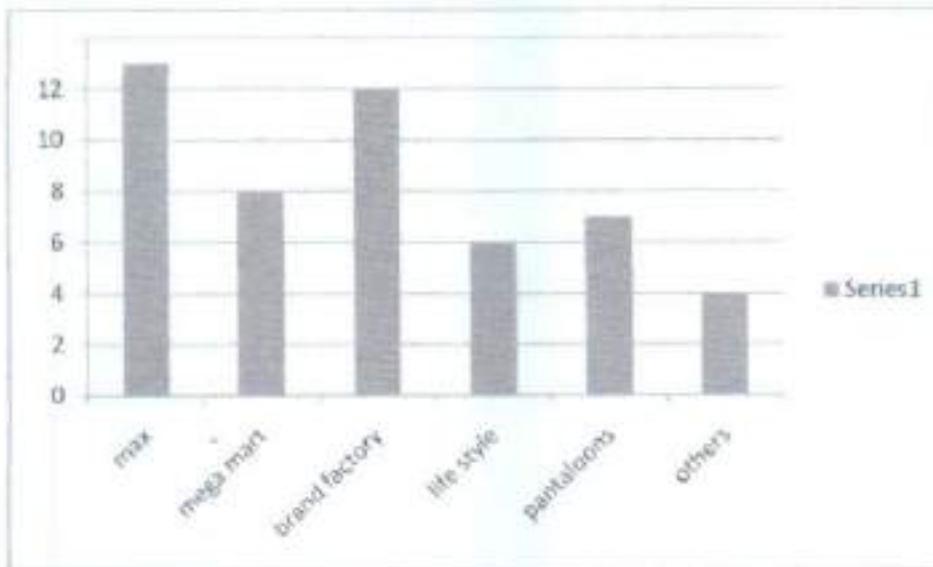
From the above data table it is clear that 70% of respondents feel that the merchandise offered by reliance trends was good values for money and 14% feel that they strongly agree and only 12% of respondents disagree and 4% strongly disagree.

Interpretation:

84% feel that the offers available in the store are good value for money. So maximum people find the pricing and offers in the reliance trends stores was good.

13. where do you usually shop for if not reliance trends.

particulars	Frequency	Valid Percent
max	13	26.0
mega mart	8	16.0
brandfactory	12	24.0
life style	6	12.0
pantaloons	7	14.0
others	4	8.0
Total	50	100.0



Analysis:

From the above data it is observed that 26% prefer shopping in max, 24% prefer to shop in brand factory, 16% in Mega mart, 14% in pantaloons, 12% in lifestyle and 8% in other types of retail apparel stores.

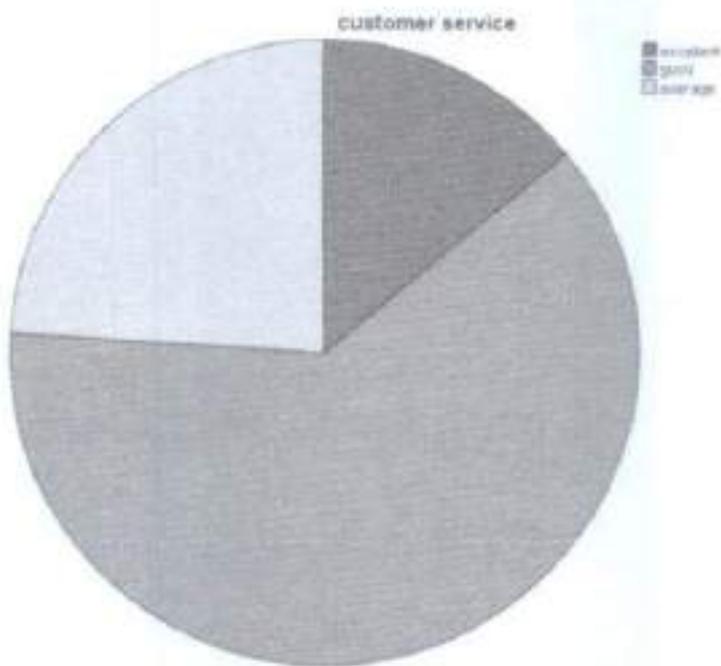
Interpretation:

From the above analysis it is very clear that we can consider Max and Brand factory as the close competitors of Reliance trends, Mega Mart and Pantaloons are also considered as the competitors. So, Reliance trends can concentrate on doing promotions better than its competitors for attracting more customers.

14. How do you rate your experience in Reliance trends with regard to

a) Customer service

particulars	Frequency	Valid Percent
excellent	7	14.0
good	31	62.0
average	12	24.0
Total	50	100.0



Analysis:

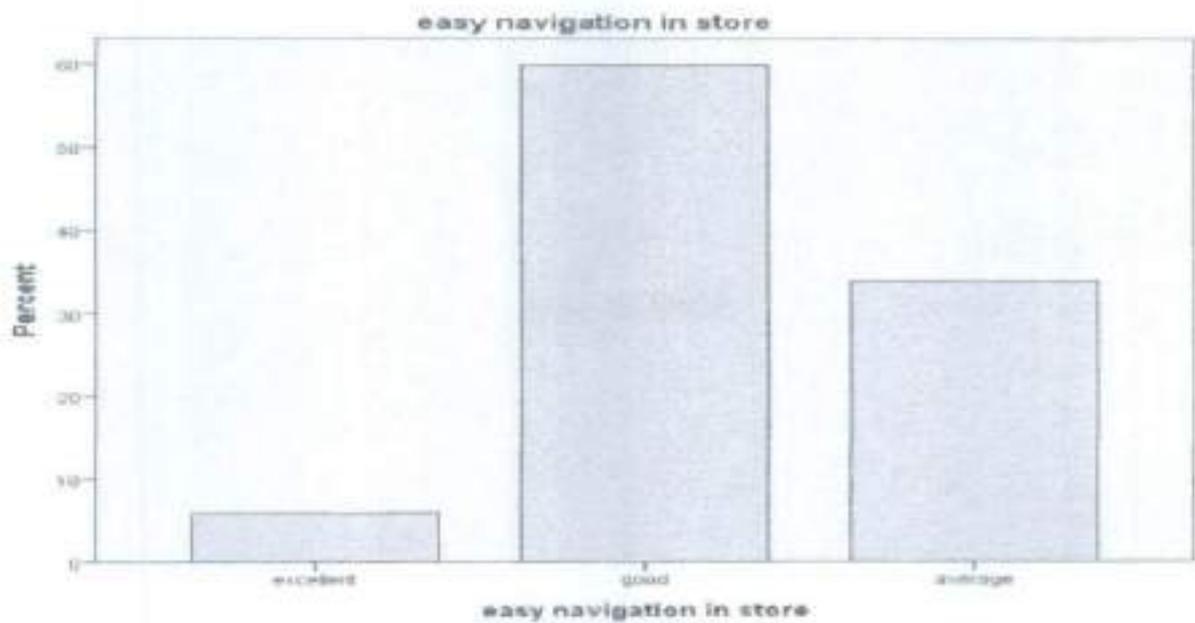
From the total respondents of 50, 62% feel that customer service at reliance trends was good, 24% of respondents feel it is average and 14% of respondents feel that it is excellent.

Interpretation:

From the analysis we can understand that no one customer from respondents feel that customer service at reliance trends is poor. Maximum of the respondents feel that customer service at reliance trends is good. Reliance trends can do better customer service for satisfying the remaining customers who feel it is not good.

b) Easy navigation

particulars	Frequency		Valid Percent
excellent		3	6.0
good		30	60.0
average		17	34.0
Total		50	100.0



Analysis:

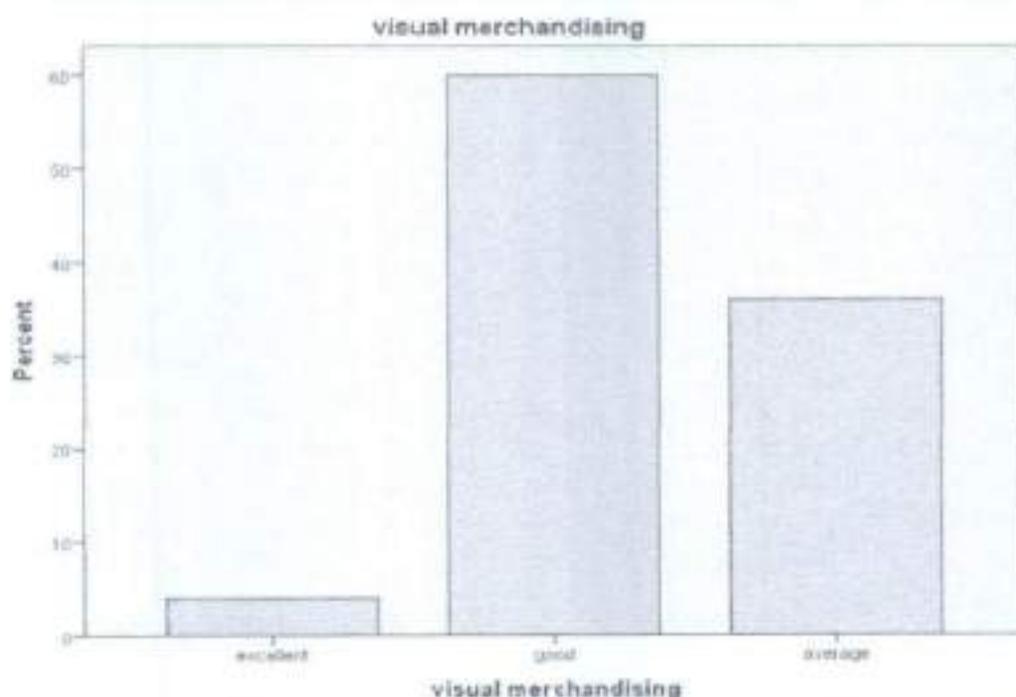
From the data it is clear that 60% of respondents feel that easy navigation in the store is good, 34% feel that it is average and 6% feel it is excellent.

Interpretation:

From the analysis it can be interpreted that 60% of respondents feel that they can move all around the store to find what they want. No one customer responded that easy navigation in the store is poor but very less number of customers feel that easy navigation in the store is excellent so, Reliance trends can arrange the store in such a way that it can allow the customers to move around the store in finding what they want.

c) Visual Merchandising

particulars	Frequency	Valid Percent
excellent	2	4.0
good	30	60.0
average	18	36.0
Total	50	100.0



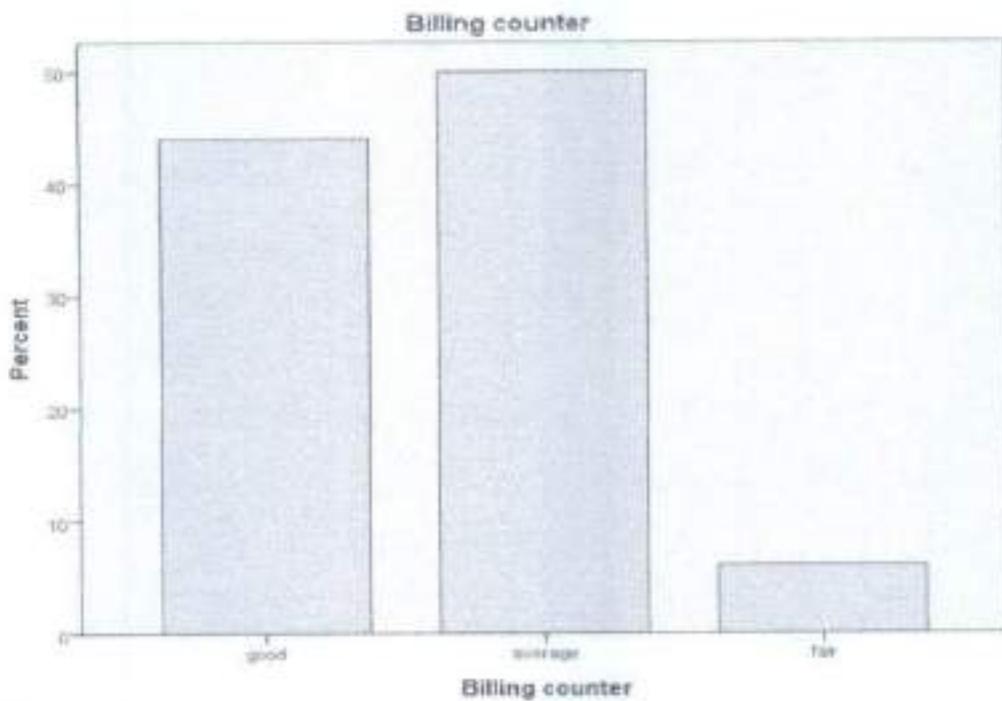
Analysis: From the data it can be clearly observed that the 60% of respondents feel that visual merchandising is good and 36% feel it is average and just 4% of respondents feel that it is excellent.

Interpretation:

From that analysis it can be interpreted that 60% of respondents feel that the visual merchandising in Reliance trends is good and it attracts them to come into the store and try the merchandise. So, for the remaining customers who feel visual merchandising is not so nice in Reliance trends, it can improve on arranging their merchandise in an attractive way which will bring in more customers.

d) Billing counter experience

particulars	Frequency	Valid Percent
good	22	44.0
average	25	50.0
fair	3	6.0
Total	50	100.0



Analysis:

From the above data it can be observed that 50% of respondents feel that their Billing experience in reliance trends is average. 44% of respondents feel it is good and 6% feel it is fair.

Interpretation:

It can be interpreted that not even half of the respondents feel that their billing experience in reliance trends is good and 50% of people feel it is average. So, it can be clearly observed that there was negative impression on the billing. Reliance trends can increase the number of billing counters in the store and keeping the experienced staff for doing the faster billing and to reduce the waiting time for customers.

FINDINGS

Summary of Findings

- All the Merchandise was not arranged according to their sizes.
- Many customers feels that extra charge for carry bags must be winded.
- Alteration time must be reduced. Many customers are waiting in the store for alteration.
- Staff were busy Due to very few collection or Repetitive collection customers are unsatisfied to purchase.
- doing the arrangement of merchandise in the opening hours, very few staff available to help a customer on week days.
- One more billing counter needs to serve the customers.
- Customers feels that the collection of Half shirts for Men must be increased.

QUESTIONNAIRE

1. How frequently do you visit reliance trends store.

(a) weekly (b) Monthly (c) During offers (d) Whenever need arises

2. Are you happy with the location of Reliance trends stores in the city .

(a) Yes (b) No

3. Staff greeted you and offered to help you.

(a) Strongly agree (b) Agree (c) Strongly disagree (d) Disagree

4. Staff was available in a timely manner

(a) Strongly agree (b) Agree (c) Strongly disagree (d) Disagree

5. Do the store provides convenient parking for customers.

(a) Yes (b) No

6. How did you come to know about reliance trends.

(a) Newspaper (b) Leaflets (c) Banners & hoardings (d) friends and relatives

7. Do you like to visit reliance trends store again

(a) yes (b) no

If no Please specify reason _____

8. Would you like to recommend reliance trends to your friends or family

(a) yes (b) no

If no Please specify reason _____

9. The offers available in the store are good value for money.

(a) Strongly agree (b) Agree (c) Strongly disagree (d) Disagree

10. where do you usually shop for if not reliance trends. please mention here

11. How do you rate your experience in Reliance trends with regard to

1) Customer service

a) Excellent (b) Good (c) Average (d) Fair (e) Poor

2) Easy navigation

a) Excellent (b)Good (c)Average (d)Fair (e)Poor

3)Visual Merchandising

a) Excellent (b)Good (c)Average (d)Fair (e)Poor

4)Billing counter

a) Excellent (b)Good (c)Average (d)Fair (e)Poor

12.Any suggestions or comments on how trends can give you a better shopping experience.

CONCLUSION

From the above findings the following are the conclusion on customer satisfaction with regards to Reliance Trends. From the study we conclude that all the customers are not fully satisfied with not only Reliance Trends but also with the remaining competitors of reliance trends, customers are finding some faults with every apparel stores.

The customers entering into the store are happy with the offers available in the store that the offers are good value for their money. But from my observation i can conclude that Reliance trends was spending lot of money for different types of marketing and promotional activities for driving more customers into the stores, but Reliance was not concentrating on converting the people who entered the store into a final customers.

After conducting a thorough survey and research on Reliance Trends it is observed that it has been perceived as a good brand. It has good customer loyalty and also attracts a large number of new customers. It also offers its customer a unique shopping experience a few brands can offer.

It also got an advantage of its locations situated in commercial locations. There are a good number of Reliance Trends stores located across the city which makes it easy for customers to access the store. Customers seemed to be happy when it came to the layout of the store, the merchandise, and cleanliness of the store, ambience, etc.

Consumers have high expectations from Reliance Trends regarding pricing; they expect good collection of clothes at much cheaper price. A lot of awareness programs may help in getting better footfalls.

The future for Reliance Trends indeed seems to be bright and it should continue to do well as seems apparent from the response of the customers.

ATTENDANCE SHEET

Topic - " A project Report on Study of Customer Satisfaction factors with regards to Reliance Trends, Kendrapara."

Sl No.	Name	Regd. No	Signature
01	Abhijit Sahoo	2003010140020001	Abhijit Sahoo
02	Abhinash Parida	2003010140020002	Abhinash Parida
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04	Aakash Nayak	2003010140020006	Aakash Nayak
05	Amrita Nayak	2003010140020009	Amrita Nayak
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07	Ankit Biswal	2003010140020012	Ankit Biswal
08	Arabinda Rout	2003010140020015	Arabinda Rout
09	Ashutosh Bhuyan	2003010140020016	Ashutosh Bhuyan.
10	Ashwini Parida	2003010140020020	Ashwini Parida
11	Banishanki Behera.	2003010140020021	Banishanki Behera.
12	Bandita Malik	2003010140020022	Bandita Malik .
13	Barsha Rani Behera	2003010140020023	Barsha Rani Behera
14	Darsharani Malik	2003010140020024	Darsharani Malik
15	Ashish Kumar Das	2003010140020017	Ashish Kumar Das
16			
17			
18			
19			
20			

Ranjan Kumar Behera,
Signature of Guide

PROJECT REPORT ON
SALES PATTERN OF AMUL DAIRY PRODUCTS WITH
REFERENCE TO RETAILERS AND DISTRIBUTORS



PREPARED BY:
DEPARTMENT OF COMMERCE



PATTAMUNDAI COLLEGE
PATTAMUNDAI, KENDRAPARA
ODISHA-754215

SESSION: 2022-23

REPORT

A project on "Sales Pattern OF Amul Dairy Products With Reference to Retailers and Distributors" was undertaken by student of Commerce department during the month of March in 2023. No of students participated in the project work. The study has relied upon both primary and secondary data. Primary data were collected randomly from 50 respondents. The Supply Chain of Amul eliminates middlemen and directly engages farmer with the processor (dairy). The model has linked rural dairy producers to urban consumers through dairy cooperatives, trucking networks, chilling plants and processing plants. Secondary data were obtained from various sources such as reports, journals, and books. Simple percentage analysis was used to interpret the data. The project work was supervised by Miss. Subhalaxmi Pradhan , Lecturer in Commerce. After completion of the project students presented their report before the external and internal examiner for valuation.

Subhalaxmi Pradhan
Signature of Supervisor


Signature of HOD

H.O.D
Department of Commerce
Pattamundai College


Principal
Pattamundai college

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CHAPTER-1:
INTRODUCTION

A farmer's life in Kaira District was very similar to that of his counterpart everywhere else in India over seven decades ago. Their earnings were nearly completely based on seasonal crops. Milch buffaloes provided unreliable income. The milk marketing and distribution system was controlled by private traders and middlemen. Due to the perishability of milk, farmers were forced to sell it for whatever they could get. They had to sell cream and ghee for very less price on a regular basis. The private dealer was the winner in this instance.

Farmers gradually realised that the only way to stop the trader from exploiting them was to market their milk themselves. They needed to organise some sort of organisation in order to do so. The Kaira District Cooperative Milk Producers' Union Limited (commonly known as AMUL) was formally registered on December 14, 1946, as a result of this realisation.

Tribhuvandas Patel was the driving force behind AMUL, which was led by Sardar Vallabhbhai Patel. Kaira District Milk Union Limited was established as a result in 1946. (Later renamed to AMUL). Tribhuvandas was the organization's first chairman and led it until his retirement in the 1970s. In 1949, he enlisted the help of Dr. Verghese Kurien. Dr. Kurien agreed to stay and assist with the mission once he persuaded him to do so. Dr. Kurien served as the general manager of AMUL under Tribhuvandas Patel's chairmanship, guiding the company's technological and marketing initiatives. After Tribhuvandas Patel died in 1994, Dr. Kurien became chairman of AMUL.

Kurien, the GCMMP's founder and chairman from 1973 to 2006, is credited with AMUL's marketing success. AMUL has expanded its business into international markets. AMUL has 2.28 million producer members and collects 5.08 million litres of milk per day on average. Today, AMUL stands for numerous things. (High quality goods at cheap rates, the birth of a broad cooperative network, and a successful dairy development model)

During the peak season, AMUL collects, processes, and distributes over a million litres of milk and milk products on behalf of over a thousand village cooperatives

with 500,000 farmer members. AMUL has become a symbol of millions of farmers' goals, setting an example of freedom and self-reliance for all farmers to follow.

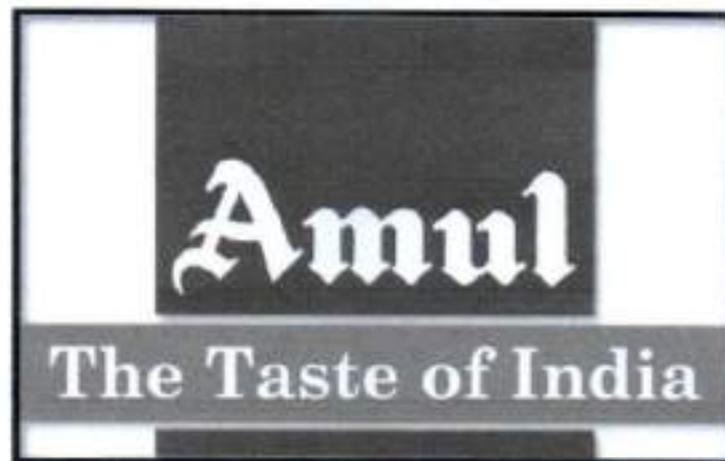


Fig. 2 Amul logo

1.3 MAIN BUSINESS:-

AMUL specialises in marketing, delivering, and distributing milk and milk products produced by its owners. It has helped to give farmers with a sustainable rural employment programme, in addition to producing urban jobs in dairy plants, marketing, transportation, and distribution. AMUL has always attempted to stay one step ahead of the competition. It has always served as an example and source of inspiration for other cooperatives, as well as a model from which many have profited.

AMUL was one of the first large Indian companies to launch a website. This site was utilised to create an intranet for AMUL distributors as well as a consumer cyberstore, one of India's first examples of e-commerce activity.

Durga Agencies is a firm which is a supplier of AMUL dairy products.

1.44 P's of AMUL Company:

1.4.1 Product: Consumer requirements and changing lifestyles are tracked, and products are developed to meet those needs. Product quality, as well as packaging, are critical.

1.4.2 Pricing: Amul's key selling point is its inexpensive price. It takes aim at multinational corporations by lowering the prices of its product portfolio.

products, Amul enjoys a significant market share. As a result, these Amul goods are stars.

1.5.6 Distribution strategy—Amul focuses on breaking down the bulk. It provides massive quantities to its C&F, who must make the necessary arrangements to keep Amul items in bulk. As a result, distribution is another strength of Amul's marketing strategy.

1.5.7 Brand equity—Amul is in a very good position in terms of brand equity because to its superb products, top-of-mind positioning, fantastic distribution and supply chain channels, and lastly the point-of-purchase branding and advertising of the Amul girl.

1.5.8 Competitive analysis—Amul is up against some powerful competitors that have entered the market in the previous decade and are constantly increasing. The majority of these ice creams began in a regional market and then maintained their regional market share. Butter and cheese, as well as other dairy products, face significantly less competition.

1.5.9 Customer analysis—Amul's typical consumers are from the Sec B and Sec C segments, and are either middle class or low-income. Amul uses mass marketing in general, therefore it primarily targets these two groups.

1.6 RESEARCH OBJECTIVES

- 1.6.1 To study the market demand of AMUL dairy products.
- 1.6.2 To study the consumption pattern of AMUL products.
- 1.6.3 To analyze sales of competitive brands in the market.
- 1.6.4 To determine the change in distribution channel during Pandemic.

1.7 Research Problem:

- 1.7.1 Seek the general perception of consumer towards Amul.
- 1.7.2 To know the consumer psyche and their behavior towards Amul products.
- 1.7.3 To know awareness of people towards Amul products.
- 1.7.4 To know the preference of Amul products with comparison to Other competitive brands.
- 1.7.5 To know the factors which affects consumer's buying behavior to purchase milk.

1.8 DATA COLLECTION

There are two types of data used in this research namely:-

1.8.1 PRIMARY DATA:

Primary Data involved in the research is the surveys from the customers (various retailers) and potential customers of Durga Agencies.

1.8.2 SECONDARY DATA:

Secondary Data involved in the research is the information and contact details of the customers (various retailers) of Durga Agencies.

1.9 RESEARCH TECHNIQUE

1.9.1 The research technique followed is Descriptive Research.

1.9.2 Survey technique used in the research is Probability Sampling.

1.9.3 Stratified Random Sampling was further used in the research.

1.10 SAMPLE SIZE

DURGA AGENCIES	50
HONEY ENTERPRISE	10

Table 1

Honey Enterprises sells multiple companies product namely:-

- AMUL
- Britannia
- Coca-Cola
- Cadbury

CH-2:
LITERATURE
REVIEW

Various researcher researched about Amul and gave a lot of views about the company and its product.

- 2.1 Salunkhe Pravin Pandurang (2013) examined the distribution system of Amul. India is one of the world's major milk producers, with 127 million tonnes produced in 2011-2012, up 4.25 percent from the previous year. India remained the world's largest milk producer in 2011-12. And it accounts for roughly 17% of global milk production. In India, dairy cooperatives collected 10.5 million tonnes of milk, an increase of roughly 10% over 2010-11. The cooperatives sold 8.6 million tonnes of milk last year, up around 4% from the previous year.
- 2.2 Ashish Kumar Isher, Sudhakar Dwiwedi and Rajiv Sharma (2017) examined "The retailer's satisfaction towards distribution channel of AMUL products in Jammu". In Jammu, convenience sampling was used to choose stores and distributors from various locations throughout the city. The data was examined using descriptive statistics, pie charts, and percentages after it was collected from various retail outlets and wholesalers utilising a well-structured pre-tested routine. Two AMUL product distribution channels in Jammu were found in this study: (I) Company → Distributer → Retailer → Consumer and (II) Company → AMUL retail outlet → Consumer.
- 2.3 Ramana Prakash (2006) examined the distribution channel of effectiveness of ice cream market (Amul, Kwality Walls, etc) in Hyderabad. Ice cream, a delicious and healthful dish that was long considered a sophisticated item, is growing increasingly popular across all demographics in recent years. Nobody is happier than ice cream manufacturers, who are already filling their iceboxes with dollops of new, delectable flavours as the temperature increases. Amul is India's largest food brand, with a revenue of Rs. 3800 crores each year. They use the most sophisticated plants and effective distribution systems to manufacture and market perishable dairy products. The study's main goal was to figure out what elements are impacting the effective distribution of Amul ice creams made by Gujarat Cooperative Milk Marketing Federation Ltd. (GCMMFL) by comparing with the Kwality Walls, the leading player in Hyderabad market.
- 2.4 Venkatakrisna V., Saraswathi P. and Radharao Chaganti (April 2002) examined the white revolution- How Amul brought milk to India. A developing country's most prominent aspect is the emergence of a number of organizations—organizations oriented to satisfy the demands of, and opportunities given by, that development. The development process' success is dependent on how successfully those new organisations mature and serve the demands of society as a whole. However, not all startup businesses mature and grow. Some will have a rapid drop. What defines companies that thrive and survive? This study proposes a framework for answering this question and demonstrates it using the history of a well-known Indian cooperative's corporate strategy.

2.5 Pankaj Chandra and Devanath Tirupati (April 2003) Business Strategies for Managing Complex Supply Chains in Large Emerging Economies. A case study of a dairy cooperative, AMUL, in western India, that has built a successful model for doing business in a major rising economy is discussed in this paper. It was significantly responsible for India being the world's greatest producer of milk, thanks to its innovative procedures. This study draws a number of lessons from AMUL's experiences that will be valuable to cooperatives around the world as well as companies looking to conduct business in huge rising markets like India and China.

2.6 B. Bowonder, B.R. Raghu Prasad and Anup Kotla (July 2005) examined the ICT application in a dairy industry: the experience of Amul Gujarat Cooperative Milk Marketing Federation Ltd. (GCMML) has revolutionized the dairy business by implementing information and communication technology (ICT) in rural parts of Gujarat. While it has long been said that ICT investments in rural India are ineffective, the Amul story demonstrates that "where there is a will, there is a way." Amul has become the face of the information technology (IT) revolution in rural India. The GCMML's use of ICT in the dairy business is examined in this research. Farmers can receive cash payment as soon as their milk is delivered thanks to this system. The Amul experience shows that ICT platforms can benefit the rural poor if properly developed and executed. Customization of IT systems for rural areas is emerging as a significant transformation opportunity.

LIMITATION of the studies conducted so far:

- The sampling design used was Convenience sampling, which is a nonprobability sampling method.
- The convenience factors were the availability and approachability of the respondents.
- Since dairy products are used daily hence there is a need to trace the market and segment it for current scenario.

- The main information needed is the various types of brands available in the market, and various other facts.

The current studies focus on the current state of the management system, including company support, distribution network, distributor- retailer relationships, promotional activities, and so on.

3.1.6.2 AMUL Yellow Cow Ghee

3.1.6.3 AMUL Paneer

3.1.6.4 AMUL Dahi

3.1.7 AMUL Range of Chocolates

3.1.7.1 AMUL Dark Chocolates

3.1.7.2 AMUL Chocominis

3.1.7.3 AMUL Amanado

3.1.7.4 AMUL Chocolate Syrup

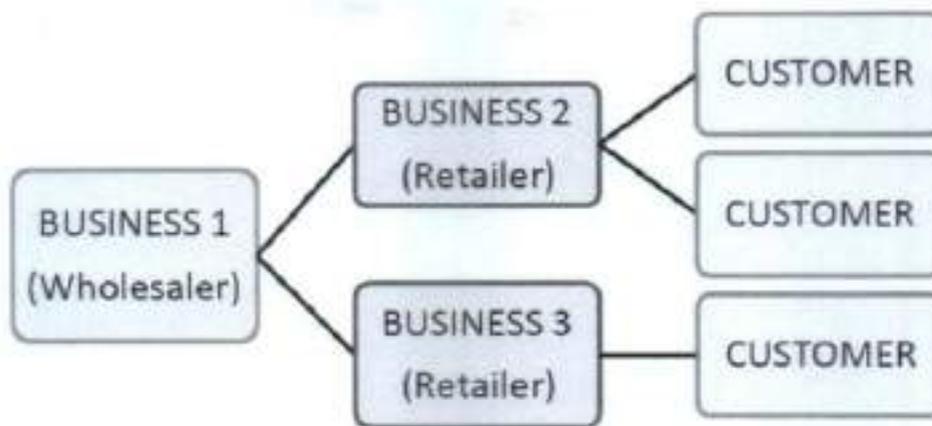
3.1.7.5 AMUL Almond Bar



Fig. 5 Amul Chocolates

3.2 BUSINESS MODEL

The firm follows B2B Business model, (Business to Business).



Business-to-business (B2B), also called B-to-B, is a form of transaction between businesses, such as one involving a manufacturer and wholesaler, or a wholesaler and a retailer. Business-to-business refers to business that is conducted between companies, rather than between a company and individual consumer.

Durga Agencies receives dairy products from AMUL manufacturing unit in large quantity. These products are then demanded by various retailers (customers) depending upon their estimated sales. Then these products are distributed in comparatively smaller quantities to different retailers.

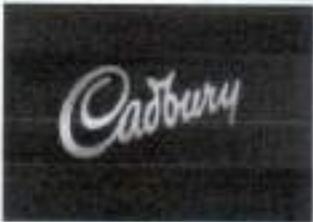
Durga Agencies operates with both cash and credit transactions. The period of credit depends upon various factors like:-

- Different Retailers
- Quantity Ordered
- Past Experience, etc.

3.3 AREAS OF OPERATION OF THE FIRM(TARGET MARKET)

- Pahadganj
- CP (Cannaught Place)
- Gol Market
- Ramesh Nagar
- Moti Nagar

3.4 COMPETITORS OF THE PRODUCT OFFERED

PRODUCT	COMPETITIVE BRAND	LOGO
AMUL BUTTER	BRITANNIA BUTTER	
AMUL CHOCOLATES	CADBURY CHOCOLATES	
AMUL CHEESE	BRITANNIA CHEESE	

AMUL BEVERAGES	COCA-COLA	
AMUL GHEE	NESTLE GHEE	 

Table 2: Amul and its competitors

CH-4:
DATA ANALYSIS/
LEARNING

The explanatory research has been conducted through both primary data and secondary data.

The data both qualitative as well as quantitative. The data had been collected through Surveys and Data of Durga Agencies.

4.1 Market Constitution of Durga Agencies:-

MARKET	RETAILERS (CUSTOMERS)
Cannaught Place	15
Pahadganj	20
Gol Market	10
Ramesh Nagar	5
Moti Nagar	10

Table 3



Fig. 6

It is clearly visible through the survey that majority of the customers are from Pahadganj market area.

As the business itself is located in Pahadganj market, it attracts a greater number of customers.

4.2 Customers of Durga Agencies:-

DURGA AGENCIES	50
COMPETITORS	10

Table 4

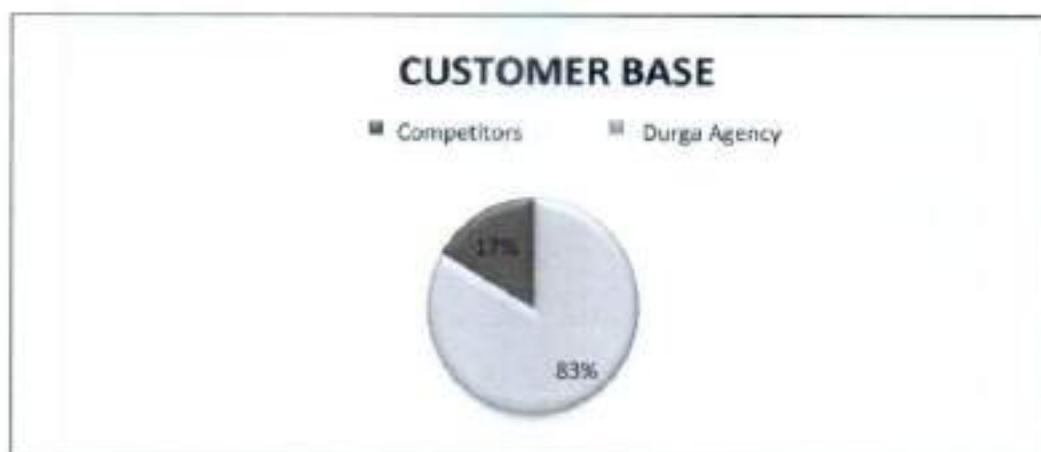


Fig. 7

The survey was conducted from the already existing customers of Durga Agencies. Comparatively a smaller number of potential customers were contacted due to lack of information in times of pandemic.

4.3 Tenure in dealing with AMUL Products:-

TIME PERIOD	NUMBER OF RETAILERS
0-5YRS	21
5-10YRS	27
More than 10YRS	12

Table 5



Fig. 8

From the survey conducted it was found out that almost 80% of retailers are dealing in AMUL products from more than 5 years. 35% of retailers are dealing in AMUL products from more than 10 years.

As AMUL is a very renowned brand and have maintained their market share in different products, this has motivated the retailers to continue with sales of the product.

4.4 Most Preferred Amul Product:-

PRODUCTS	RETAILERS PREFERENCE
AMUL Butter	15
AMUL Cheese	15
AMUL Chocolates	1
AMUL Cream	10

AMUL Beverages	5
AMUL Cooking Range	14

Table 6

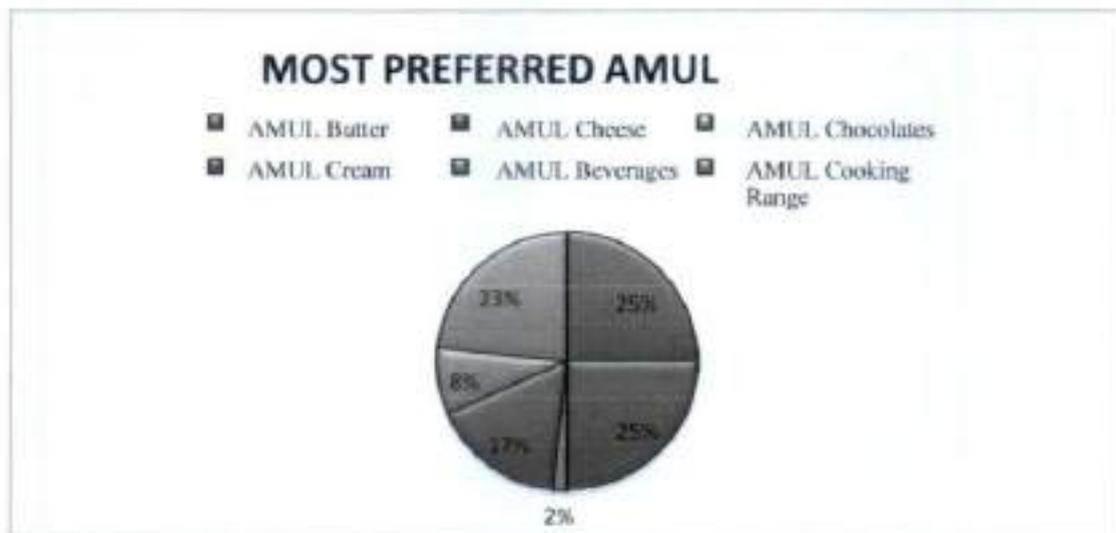


Fig. 9

According to the survey conducted through various retailers in different markets AMUL butter, AMUL ghee and AMUL cheese are the most preferred products in the market.

These three items are demanded by almost every retailer in the market. AMUL butter and cheese is regularly used in both household as well as commercial use, this led to the increase sales of particular product.

4.5 Least Preferred Amul Product:-

PRODUCTS	RETAILERS PREFERENCE
AMUL Butter	1
AMUL Cheese	1

AMUL Chocolates	40
AMUL Cream	5
AMUL Beverages	8
AMUL Cooking Range	5

Table 7

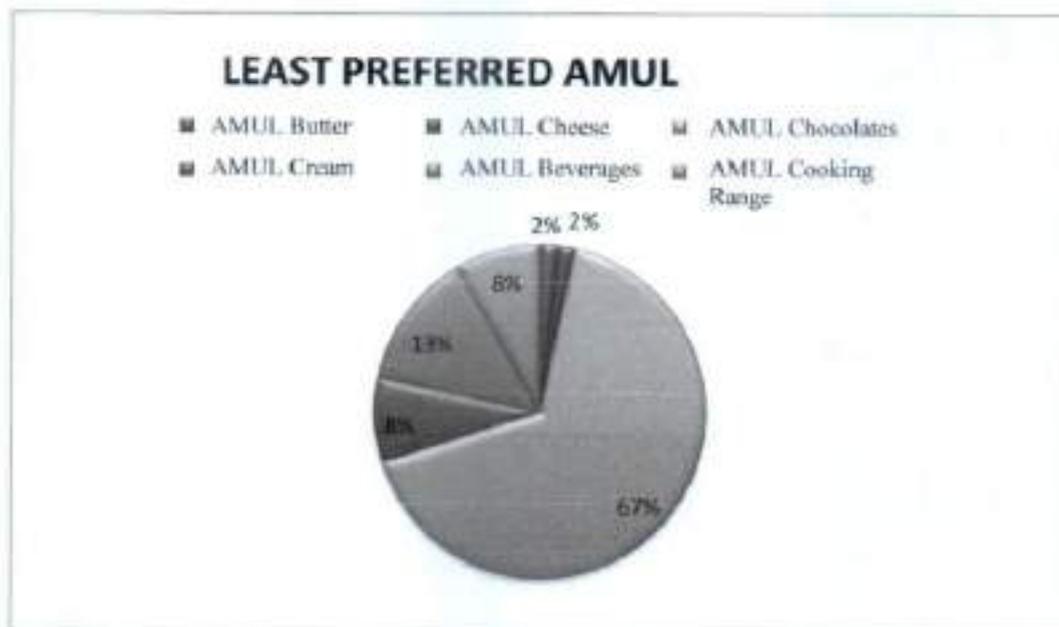


Fig. 10

In comparison, Amul chocolates and beverages are less preferred products among the wide range of Amul products.

This is mostly due to variety of alternatives that pre-exist in market. AMUL chocolates face a tough competition from Cadbury Chocolates and Nestle chocolates. It has comparatively less customer base compared to customer base of competitive product.

4.6 Change in demand of product with increase in prices:-

PRODUCTS	CHANGE IN DEMAND
----------	------------------

AMUL Butter	5
AMUL Cheese	7
AMUL Chocolates	4
AMUL Cream	9
AMUL Beverages	11
AMUL Cooking Range	24

Table 8

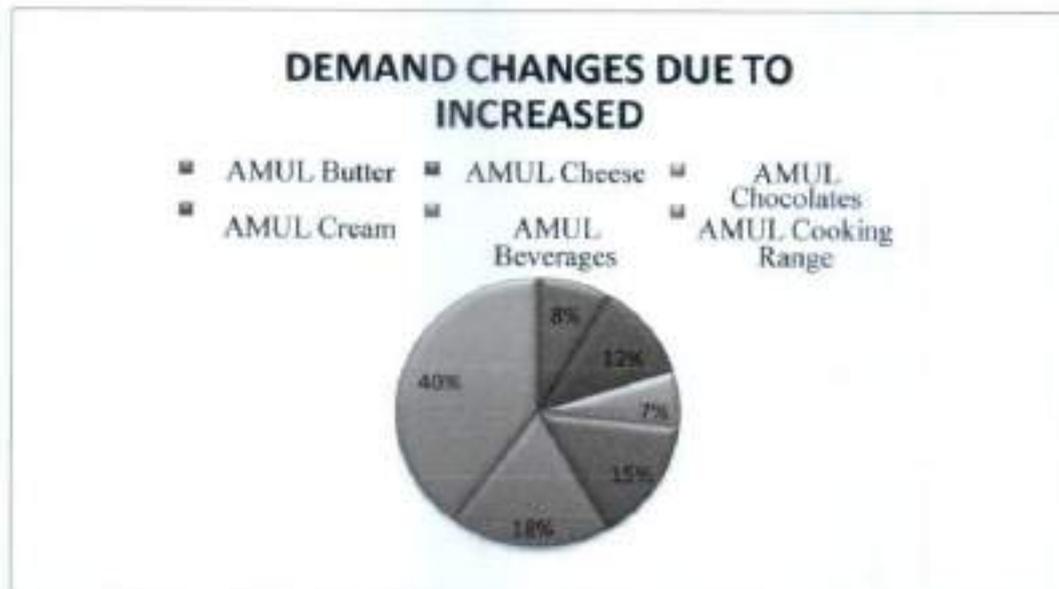


Fig. 11

It is clear from the survey conducted that, if the prices of the AMUL dairy products increase, the demand of AMUL ghee and beverages would decline sharply. From the number of retailers surveyed, 40% of the retailers expected that demand of AMUL ghee would fall.

4.7 Change in demand of product with decrease in prices:-

PRODUCTS	CHANGE IN DEMAND
AMUL Butter	5
AMUL Cheese	7
AMUL Chocolates	4
AMUL Cream	9
AMUL Beverages	11
AMUL Cooking Range	24

Table 9

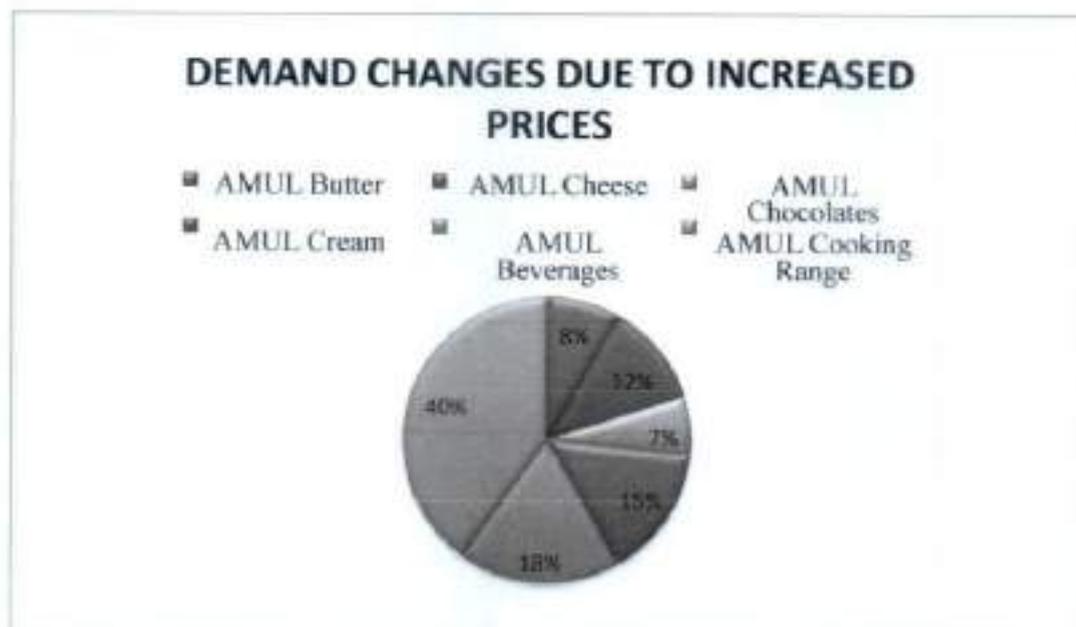


Fig. 12

It is clear from the survey conducted that, if the prices of the AMUL dairy products decrease, the demand of AMUL ghee and beverages would raise at higher pace. From the number of retailers surveyed, 40% of the retailers expected that demand of AMUL ghee would increase.

From the survey it is clearly visible that increase or decrease in prices of AMUL ghee would affect its demand accordingly. The demand is highly elastic in this particular product. The reason behind the highly elastic demand of AMUL ghee is due to the already existing price of the product.

4.8 Competitive brands products sales is done or not:-

YES	49
NO	11

Table 10

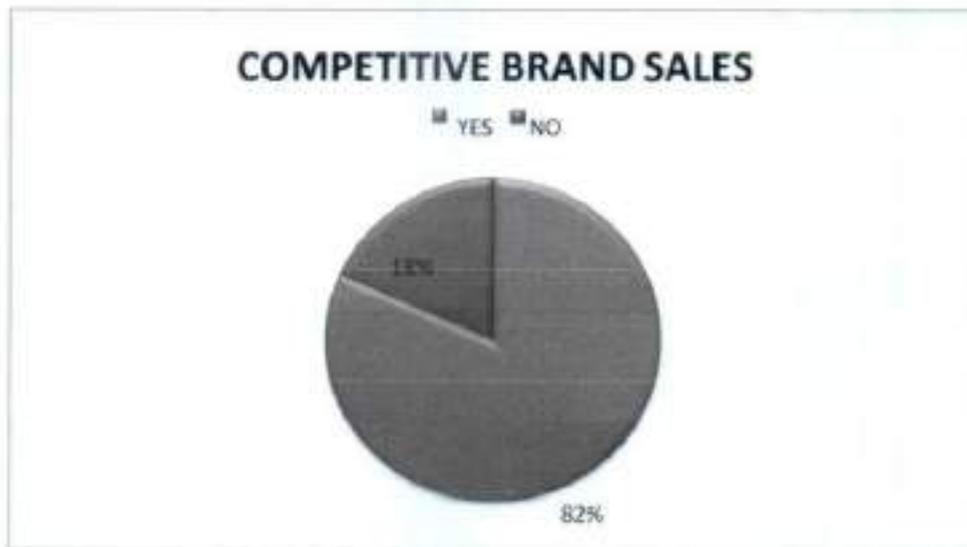


Fig. 13

From the survey conducted through retailers, 82% of the retailers also sell the products of competitive brands.

The sales of competitive brand products are carried out because the retailers have heterogeneous customer base, so according to their demand they sell the products needed.

4.9 Name of the other competitive brands sold:-

COMPETITIVE BRAND	NUMBER OF RETAILERS
BRITANNIA	18
NESTLE	15
CADBURYS	13
OTHER	13

Table 11

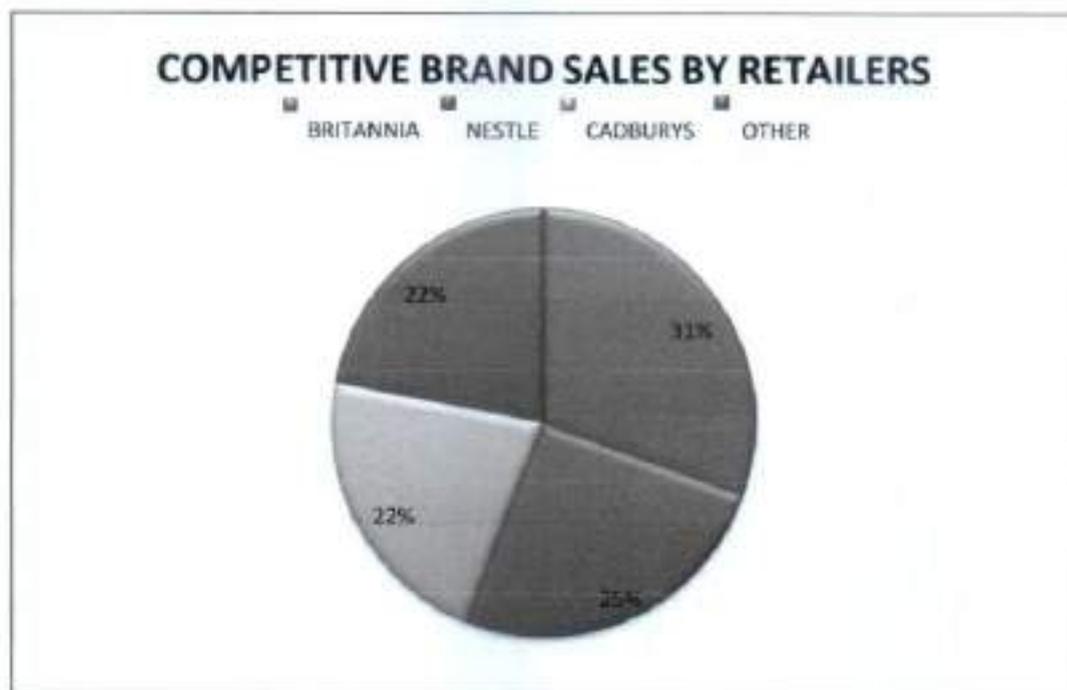


Fig. 14

According to the survey 25% of retailers sell Britannia dairy products along with AMUL dairy products. Nestle and Cadburys are also popular competitive brands in the market.

AMUL butter and cheese faces competition with Britannia butter and cheese, and AMUL chocolates faces a tough competition with Cadburys chocolates. Nestle ghee also gives competition to the AMUL ghee in the market.

4.10 Regular Customer base of Amul Dairy Products

NUMBER OF CUSTOMERS	NUMBER OF RETAILERS
0-10	23
10-20	20
<20	17

Table 12

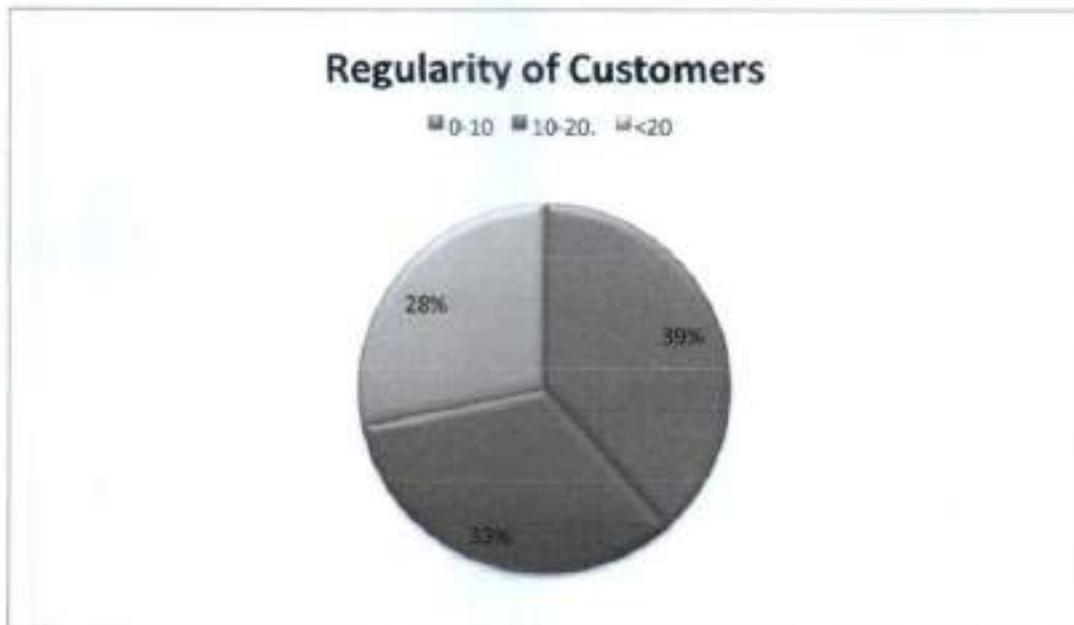


Fig. 15

It was concluded from the survey that AMUL products enjoy a loyal customer base. As almost 61% retailers have more than 10 customers weekly buying Amul products.

Regularity of customers reflect their liking towards a product, hence repeated purchase of the product is there.

4.11 Change in demand of product with change in season:

PRODUCTS	RETAILERS PREFERENCE
AMUL Butter	13
AMUL Cheese	15
AMUL Chocolates	2
AMUL Cream	1
AMUL Beverages	33
AMUL Cooking Range	11

Table 13



Fig. 16

According to the survey conducted it was known that sales of AMUL beverages depend upon change in season.

44% of retailers said that sales of beverages reduce in winters whereas increases in summers. The sales of butter and ghee also boosts up in winter season.

4.12 Satisfaction with sales of AMUL dairy products:-

SATISFACTION (OUT OF 5)	NUMBER OF RETAILERS
5	29
4	23
3	5
2	1
1	2

Table 14

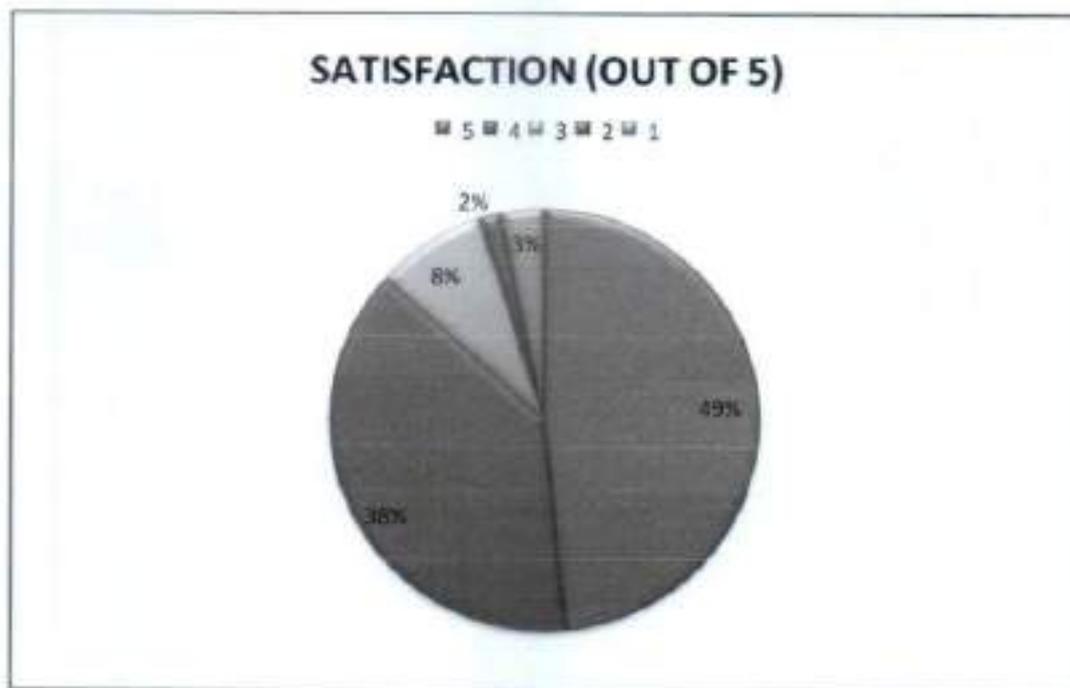


Fig. 17

According to the survey conducted, almost 50% of retailers have rated 5 out of 5 in satisfaction gained by sales of AMUL dairy products.

38% retailers have rated 4 out of 5 in satisfaction gained by sales of AMUL dairy products.

(32)

On the other hand, retailers rating 1 or 2 out of 5 are almost negligible constituting to only 5% of total retailers surveyed.

4.13 Amul sales contributing to what amount of total sales:-

AMUL SALES PERCENTAGE (APPROXIMATE)	NUMBER OF RETAILERS
>25%	20
25%-50%	33
<50%	7

Table 15

It was concluded from the survey conducted that, 33 out of the total retailers surveyed said that 25%-50% of total sales contributes to the sale of AMUL products.

AMUL SALES PERCENTAGE

■ >25% ■ 25%-50% ■ <50%

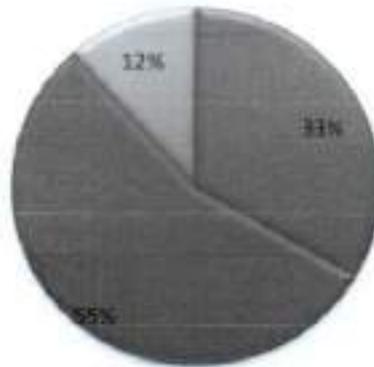


Fig. 18

Sales contributing to AMUL products out of total sales depend upon various factors namely

3.13.1 Nature of Business

3.13.2 Size of business operations

3.13.3 Number of goods, retailers deal in, etc.

Sales of AMUL products take place regularly, varying differently in market according to the retailers and their operations.

4.14 Unsubscribe to AMUL products in future?

PREFERENCE	NUMBER OF RETAILERS
YES	3
NO	48
MAYBE	9

Table 16

UNSUBSCRIBE AMUL PRODUCTS IN FUTURE

■ YES ■ NO ■ MAYBE

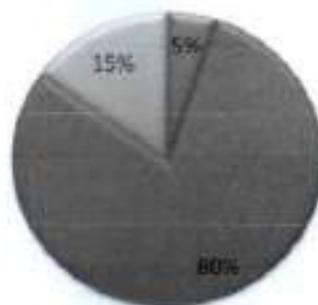


Fig. 19

During the survey when it was asked about if retailers would unsubscribe AMUL dairy products in future, 80% of retailers were interested in carrying the sales of AMUL dairy products in future.

Only 5% of the retailers said they will discontinue the sales in future and 15% of the retailers were not sure about the future scenario.

This portrays that most of the retailers are happy and satisfied with the sales of AMUL dairy products.

4.15 Online order in times of pandemic:-

ONLINE ORDERS PREFERRED	NUMBER OF RETAILERS
YES	57
NO	3

Table 17

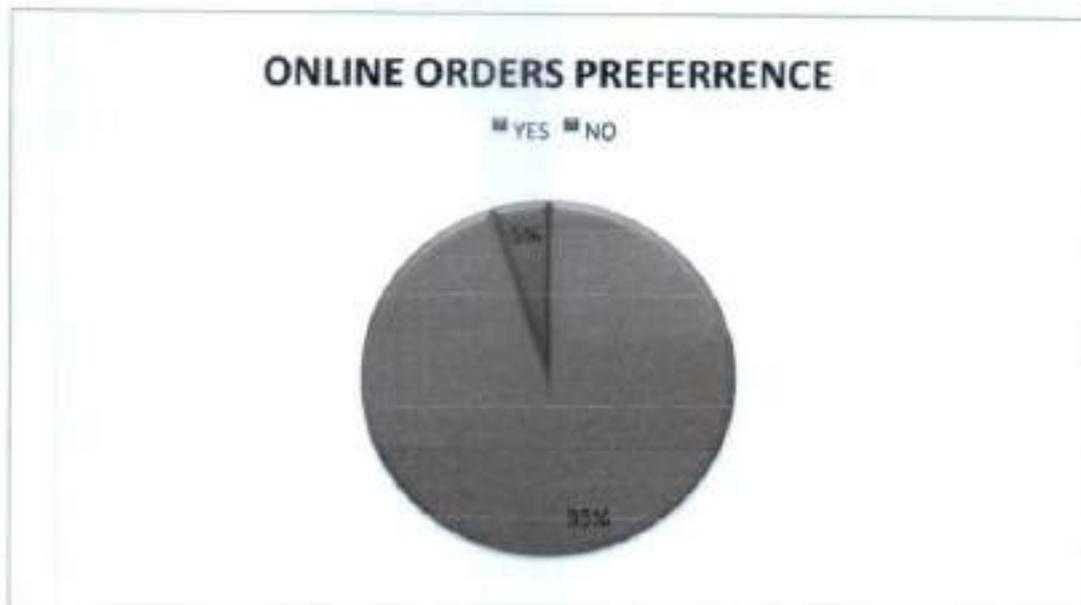


Fig. 20

Distribution pattern undergone drastic changes, more and more telephonic orders were entertained in times of pandemic.

4.16 Competitor Analysis using ANOVA

Null Hypothesis: The quality and price are comparatively affordable of Amul Dairy products as that compared to its other competitors.

Hypothesis: The quality and price are comparatively affordable of Amul Dairy products as compared to its competitor's product. To test the above hypothesis, OneWay ANOVA test is applied taking most preferred brand as fixed factor and satisfaction from Quality and Price as dependent variables, where following results were obtained.

	N	Mean	Std. Deviation	Std. Error	95% Confidence Interval for Mean		Minimum	Maximum	
					Lower Bound	Upper Bound			
QUALITY	Amul	92	2.3913	.75530	.07875	2.2349	2.5477	1.00	4.00
	Dimshaws	43	2.0465	.95002	.14488	1.7541	2.3389	1.00	4.00
	Haldimans	24	2.0000	.97802	.19964	1.5870	2.4130	1.00	4.00
	Total	159	2.2390	.86023	.06822	2.1043	2.3737	1.00	4.00
MARGIN	Amul	92	2.6087	.72561	.07565	2.4584	2.7590	1.00	4.00
	Dimshaws	43	2.4864	.79798	.12169	2.2428	2.7300	1.00	4.00
	Haldimans	24	2.2500	.73721	.15048	1.9387	2.5613	1.00	3.00
	Total	159	2.5220	.75336	.05875	2.4040	2.6400	1.00	4.00

Table 18: Descriptive

		Sum of Squares	df	Mean Square	F	Sig.
QUALITY	Between Groups	5.098	2	2.549	1.536	.011
	Within Groups	111.820	156	.717		
	Total	116.918	158			
MARGIN	Between Groups	2.516	2	1.258	2.251	.019
	Within Groups	87.157	156	.559		
	Total	89.673	158			

Table 19: ANOVA

Interpretation: The above table shows that, the significance value of F test obtained in case of quality and price is less than the alpha value of 0.05 ($p < 0.05$), which states that there is significant association between quality & price of Amul and affordability by consumers. Hence, the hypothesis i.e. The quality and price are comparatively affordable of Amul Dairy products as compared to its competitor's product is accepted.

CH-5:
CONCLUSION
ANDSUGGESTIONS

5.1 CONCLUSIONS FROM THE RESEARCH

5.1.1 Objective 1: The market demand of AMUL dairy products, it was found that:

- 5.1.1.1 Amul Butter is the undisputed market leader.
- 5.1.1.2 Amul's all-India volume share in cheese rose to 70% during the period from March 2020 to February 2022 from 63% in the previous year, Britannia's volume share shrunk to 16% from 19%.
- 5.1.1.3 Amul products have loyal customer base and goods are demanded regularly due to quality provided.
- 5.1.1.4 Most of the retailers are satisfied with the sales of the Amul dairy products. Most of the retailers prefer to sale the products in future as well.

5.1.2 Objective 2: The consumption pattern of AMUL products, it was found that:

- 5.1.2.1 AMUL Butter, Ghee, Cream and Cheese are the most popular products and are demanded regularly.
- 5.1.2.2 Sales of AMUL Butter and Ghee boosts during winters and AMUL Chocolates are also demanded more during winter season.
- 5.1.2.3 AMUL Buttermilk and other Flavoured Milk are in huge demand during summers and its demand reduces significantly during winters.

5.1.3 Objective 3: Analysis of sales of competitive brands in the market, it was found that:

- 5.1.3.1 Substitutes of AMUL Ghee are preferred when the retailers focus on low priced product ignoring the quality perspective.
- 5.1.3.2 Amul chocolates and AMUL beverages are less popular products in comparison of other products due to tough competition in the market. AMUL Chocolates face tough competition from Cadbury and Nestle.
- 5.1.3.3 AMUL Ice Creams faces tough competition from Mother Dairy, Kwality

Walls, etc.

5.1.3.4 Amul faces tough competition in the market with brands like Britannia, nestle, Cadburys. Etc.

5.1.4 Objective 4: Determination of change in distribution channel during Pandemic, it was found that:

5.1.4.1 Distribution pattern saw drastic change but the orders saw no change. So, retailers preferred to give orders by online modes to reduce the contact in times of pandemic.

5.1.4.2 Telephonic orders increased and are now the primary source of order generation after pandemic.

5.2 SUGGESTIONS FROM THE RESEARCH

5.2.1 Distributors should search for online markets for distribution to increase reach and sales.

5.2.2 Credit facility period should be extended to attract more customers and orders.

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ATTENDANCE SHEET

Topic - " A project Report on Sales Pattern of Amul Dairy Products with reference to Retailer and Distributors."

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05	Subhasmita Tripathy	2003010140020103	Subhasmita Tripathy
06	Suchemita Sahoo	2003010140020106	Suchemita Sahoo
07	Sudhira Kuman Rout	2003010140020107	Sudhira Kuman Rout
08	Sulekha Das	2003010140020109	Sulekha Das
09	Sunima Barik	2003010140020110	Sunima Barik
10	Susmita Priyadarshini Dhal	2003010140020115	Susmita Priyadarshini Dhal
11	Suagat Das	2003010140020117	Suagat Das
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Signature of Guide

PROJECT REPORT ON
CONSUMER SATISFACTION TOWARDS BIKES OF ROYAL
ENFIELD

SPECIAL REFERENCE TO ROYAL ENFIELD (PRATAP AUTOMOBILES)



PREPARED BY:
DEPARTMENT OF COMMERCE

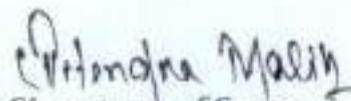


PATTAMUNDAI COLLEGE
PATTAMUNDAI, KENDRAPARA
ODISHA-754215

SESSION: 2022-23

REPORT

A project on "Consumer Satisfaction towards Bikes of Royal Enfield, Special Reference to Royal Enfield (Pratap Automobiles)" was undertaken by student of Commerce department during the month of March in 2023. No of students participated in the project work. The study has relied upon both primary and secondary data. Primary data were collected randomly from 50 respondents. The Royal Enfield bikes are most preferred by middle aged and younger generation dominated by male. Their perception towards bike is **muscularity, strong performance, mileage, and status**. It is available everywhere and its parts are available everywhere. Secondary data were obtained from various sources such as reports, journals, and books. Simple percentage analysis was used to interpret the data. The project work was supervised by Mr. Jitendra Malik, Lecturer in Commerce. After completion of the project students presented their report before the external and internal examiner for valuation.


Signature of Supervisor


Signature of HOD
H.O.D
Department of Commerce
Pattamundai College


Principal
Pattamundai college

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Chapter – 1

Introduction

Introduction

Review of Literature

Statement of the problem

Objectives of the study

Scope of the study

Need for the study

Research Methodology

Sampling Design

Limitations of the study



Introduction

Introduction

A motorcycle may be defined as a self-propelled, engine-powered, two-wheeled vehicle. A steam velocipede built by inventor Sylvester H. Roper may be the earliest known motorcycle

In the present era, customer is the centre point of all the marketing activities. The objectives of the marketers have shifted from "maximization of profits" to "maximization of customer satisfaction". Business firms not only retain their current customers, but also increased their market share by satisfying customers through high quality after sales service. After –sales service availability is a critical deciding factor while choosing an automobile.

The Two wheeler industry is facing new challenges. Globalization, individualizations, digitalization and increasing competition are pressing the face of the industry. In addition, increasing safety requirements and voluntary environmental commitments by the Two wheeler industry have also contributed to the changes ahead. Size is no longer a guarantee of success. Only those companies that find new ways to create value will prosper in the future.

Driving the most luxurious Bike has been made possible by the stiff competition in the Automobile industry in India, with overseas players gathering the same momentum as the domestic participants.

Every other day, we have been hearing about some new launches, some low cost Bikes - all customized in a manner such that the common man is not left behind. In 2015, the Automobile industry is expected to see a growth rate of around 9%, with the disclaimer that the auto industry in India has been hit badly by the ongoing global financial crisis.

The Automobile industry in India happens to be the ninth largest in the world. Following Japan, South Korea and Thailand, in 2013, India emerged as the fourth largest exporter of Automobiles. Several Indian Automobile manufacturers have

**Consumer Satisfaction towards Royal Enfield Bikes with
Special Reference to Royal Enfield (Pratap Automobiles)**

spread their operations globally MNC's are making more investments in the Indian Automobile sector.

Review of Literature

K. Reenareicha et al (2019), in their article about "*A Study On Customer Satisfaction Towards Royal Enfield Bike In Tiruppur City*" stated that The purpose of this study on customer satisfaction will help us to understand the needs & Wants of the customers towards Royal Enfield. The study could provide appropriate and timely information about the position of preference level of customer towards Royal Enfield. As the objectives of this study is to analyze the customer satisfaction and to find out the consumer preference towards the iconic brand Royal Enfield. This study also investigate the services and factors which influence the customers to purchase the Royal Enfield bikes and also identify what customers are expecting from the Royal Enfield. To know about the customer satisfaction and factor which influence the customer's preference in buying decision process. Customer satisfaction is influenced strongly by culture, social, personal and psychological factors. For this purpose, 75 customers were selected and obtained the various responses based on the questionnaire method. By and large it was found that most of the customers are choosing Royal Enfield vehicles because of its Vehicle Appearance, pickup, good models and engine appearance etc.

SR Sony Mariya & Dr. K Amutha (2018), in their study about "*Customer satisfaction level towards royal Enfield bikes (with special reference to Coimbatore city)*", stated that This study is to analyze the customer satisfaction, towards Royal Enfield bikes in Coimbatore city. The objective of the study helps to know demographic factors, buying behavior, of the customers. This study is about the preference for the Royal Enfield and it is done through questionnaires from the customers. The tools and techniques used were simple percentage, chi-square. The achieved result of the study reveals that ultimate users are the students who uses Royal Enfield Bike and most of the respondents prefer Royal Enfield due to company

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image and comfortable. The company must improve their mileage, model and colour in their Royal Enfield Bike

Ms. Ameer Asra Ahmed etc at all (2014) in their article about "*A Study On Customer Satisfaction Level Of Royal Enfield Bullet*" stated that This study on customer satisfaction is being associated with one of the leading two wheeler company the Royal Enfield in the following paragraph a brief note on the problem that has been undertaken as the subject matter is explained. In this project report, we will find out the satisfaction level of the Royal Enfield Bullet owner in Bangalore city. The problem it is facing in the present market scenario. This project evaluates the various factors that keep the customer satisfied. It also evaluates the various factors that influence a customer to buy the bullet. While selecting a bullet various aspects that have to be given a thought with respect to Brand image, Colour, Fuel-efficiency, Technology used, etc. A questionnaire was designed to conduct a survey and the data so collected from appropriate respondents was analysed using a statistical package called SPSS and a One-way Anova test was done to test the hypothesis.

G. Gopalakrishnan & R. Rengarajan(2017), in their article about "*A Study On Service Quality In Royal Enfield Showroom, Chennai*" stated that This research examines service quality perceptions in the showroom. First, it analyses the theory about service quality conceptualization. Then a modified SERVQUAL instrument is developed, and applied to the showroom using as subject one of the companies. Five service dimensions are identified: READINESS RELIABILITY, TRUST, COMFORT, SECURITY, and ACCESS. They are examined in terms of their impact of customers' overall quality perception and their willingness to recommend the firm to a friend. These variables are found to be affected heavily by two dimensions: trust and comfort. The present investigation's main conclusion is that SERVQUAL is a good starting base to quantify service quality, but it is neither of general nor of direct application. The SERVQUAL instrument would need some adjustments to fit each particular situation. No marketing is needed if it simply means discounting. Sell services through quality

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Ashokkumar M & Dr. R. Venkatesh (2017), in their article about "A Study on Customer Satisfaction towards Royal Enfield in Dharmapuri" stated that The world was very different in those days and there must have been a feeling of great excitement. Marketing research is the systematic collection of information from sources outside the business (or) research organization. Royal Enfield was doing quite well in south India, especially in the city of Bangalore:

Statement of the problem

Royal Enfield is called as king of two wheeler bikes. These are the bikes which are well defined for off road rides. The royal Enfield craze is among almost all aged group of customer. There are many bullet clubs present all over the world which goes for off road ride and explore the new adventures places. In this study it throws a light on the customer attitude and satisfaction level towards Royal Enfield bikes in Shivamogga city.

Objectives of the study

- ⊙ To gather information about Consumer satisfaction toward Royal Enfield Bikes in the geographic region of Shivamogga (KAR).
- ⊙ To know the customer satisfaction towards the after sales service offers by Royal Enfield Company.
- ⊙ To assess the needs, requirements and expectations of the customer in order to assess their current satisfaction levels.
- ⊙ To study perception and buying behavior of customers towards Royal Enfield in India
- ⊙ To provide suggestions, in improving the customer satisfaction and the company sales and profitability

Scope of the study

The scope of the study is to find out the customer satisfaction with reference to Royal Bikes. The study covers the different aspects of customer satisfaction. This has been conducted in Shivamogga. The scope of study is to judge the level of satisfaction of

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consumer with respect to awareness and perception of Royal Enfield Bikes. This study is aiming for converting unsatisfied customers into satisfied customers into delightful customers.

Need for the study

Increase market share requires an understanding of customer and their satisfaction towards the product. Customer satisfaction survey of Royal Enfield leads to examine the efficient factor to excel in the market.

The best way to establish revenue goals and sales quotas for products, territories or stores/branches is to base them on the true customer satisfaction within the area

With a realistic picture of customer satisfaction you can focus resources intelligently, maintaining a presence where you're strong and investing heavily where opportunity is greatest.

These days it is very clear that market is having drastic changes and all the companies are acting according to it because to survive in the market and this should be achieved by studying about the customer options and analyzing their future requirements.

This study is definitely going to help to analyze the customer and can take necessary steps for the improvement of the services by the company.

Because customers are the real advertisement for any product so the company should be in position to meet the customer requirements and also should maintain the Customer Relationship.

Research Methodology

The research design is probability research design and is descriptive research.

The important point for the validation of any research study is based on what type of methodology is adopted.

Project report is based on following data.

Sources Of Data

Data are facts, figures and other relevant materials, past and present, serving as basic study and analysis.

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The data serves as the bases for analysis. Without an analysis of actual data on specific inferences can be drawn on the question under study. Inferences based on imagination or guess work cannot provide correct answers to research questions. The relevance, adequacy and reliability of data determine of quality of findings of a study. For the purpose of present study data from two sources have been gathered namely primary and secondary data.

Primary data

Primary data are original data collected for the purpose of a particular study. In the present study primary data have been collected by personal interview method with the help of questionnaire.

Secondary data

These are the sources containing data, which have already been collected and compiled for other purpose by other researchers. The secondary sources consist of readily available materials and already compiled statistical statements and reports whose data may be used by researcher for his / her studies.

Secondary data for the present research collected the major sources of secondary data are given below.

- Newspaper & Articles
- Business line
- Various websites
- Different marketing journals

Sampling Design

The research was designed to achieve the above mentioned objectives and the following tools were used to collect the required data.

Sampling Method

A sample is considered during a research when the size of the population is very large and a set is chosen to represent the whole population, this set is called a sample is a representative of the population under study.

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There are two methods of sampling i.e., probability and non probability sampling. To carry out this project I have used non probability sampling method.

Sampling Frame

The sample frame represents the groups of respondents that were contacted during the survey it also represents the profession of the respondents that were connected for data.

Sampling Technique

To carry out this project Convenience technique has been used

Sample Size

The total sample size for the data collection for the research was 100 respondents.

Tools for data collection:

Structured Questionnaires were the tools for data collection. The Questionnaire was neatly designed and constructed for the purpose in line with the objective of the study.

Limitations of the study

However we tried our best in collecting the relevant information for our research report, yet there are always some problems faced by the researcher. The prime difficulties which we faced in collection of information are discussed below:

1. The time period for carrying out the research was short as a result of which many facts have been left unexplored.
2. Lack of time and other resources as it was not possible to conduct survey at large level.
3. Only 100 respondents have been chosen which is a small number, to represent whole of the population
4. The study was constrained only to Shivamogga city. A more intensive study would be necessary to arrive at exact conclusion.

Industry Profile

Introduction

India became the fourth largest auto market in 2018 with sales increasing 8.3 per cent year-on-year to 3.99 million units. It was the seventh largest manufacturer of commercial vehicles in 2018.

The Two Wheelers segment dominates the market in terms of volume owing to a growing middle class and a young population. Moreover, the growing interest of the companies in exploring the rural markets further aided the growth of the sector.

India is also a prominent auto exporter and has strong export growth expectations for the near future. Automobile exports grew 14.50 per cent during FY19. It is expected to grow at a CAGR of 3.05 per cent during 2016-2026. In addition, several initiatives by the Government of India and the major automobile players in the Indian market are expected to make India a leader in the two-wheeler and four-wheeler market in the world by 2020.

Market Size

Overall domestic automobiles sales increased at 6.71 per cent CAGR between FY13-19 with 26.27 million vehicles getting sold in FY19. Domestic automobile production increased at 6.96 per cent CAGR between FY13-19 with 30.92 million vehicles manufactured in the country in FY19.

In FY19, year-on-year growth in domestic sales among all the categories was recorded in commercial vehicles at 17.55 per cent followed by 10.27 per cent year-on-year growth in the sales of three-wheelers.

Premium motorbike sales in India crossed one million units in FY18. During January-September 2018, BMW registered a growth of 11 per cent year-on-year in its sales in India at 7,915 units. Mercedes Benz ranked first in sales satisfaction in the luxury vehicles segment according to J D Power 2018 India sales satisfaction index (luxury). Sales of electric two-wheelers are estimated to have crossed 55,000 vehicles in 2017-18.

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Investments

In order to keep up with the growing demand, several auto makers have started investing heavily in various segments of the industry during the last few months. The industry has attracted Foreign Direct Investment (FDI) worth US\$ 22.35 billion during the period April 2000 to June 2019, according to data released by Department for Promotion of Industry and Internal Trade (DPIIT).

Some of the recent/planned investments and developments in the automobile sector in India are as follows:

- Audi India plans to launch nine all-new models including Sedans and SUVs along with futuristic e-tron electric vehicle (EV) by the end to 2019.
- MG Motor India to launch MG ZS EV electric SUV in early 2020 and plans to launch affordable EV in next 3-4 years.
- BYD-Olectra, Tata Motors, Ashok Leyland to supply 5,500 electric buses for different state departments.
- Premium motorbike sales in India recorded seven-fold jump in domestic sales reaching 13,982 units during April-September 2019. The sale of luxury cars stood between 15,000 to 17,000 in first six months of 2019.
- In H1 2019, automobile manufacturers invested US\$ 501 million in India's auto-tech companies start-ups, according to Venture intelligence.
- For self-driving and robotic technology start-ups, Toyota plans to invest US\$100 million.
- In India, 7 Series face lift launched by BMW and the new X7 SUV has been introduced at Rs 98.90 lakh (US\$ 0.14 million).
- Ashok Leyland has planned a capital expenditure of Rs 1,000 crore (US\$ 155.20 million) to launch 20-25 new models across various commercial vehicle categories in 2018-19.
- Hyundai is planning to invest US\$ 1 billion in India by 2020. SAIC Motor has also announced to invest US\$ 310 million in India.
- Mercedes Benz has increased the manufacturing capacity of its Chakan Plant to 20,000 units per year, highest for any luxury car manufacturing in India.

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- As of October 2018, Honda Motors Company is planning to set up its third factory in India for launching hybrid and electric vehicles with the cost of Rs 9,200 crore (US\$ 1.31 billion), its largest investment in India so far.
- In November 2018, Mahindra Electric Mobility opened its electric technology manufacturing hub in Bangalore with an investment of Rs 100 crore (US\$ 14.25 million) which will increase its annual manufacturing capacity to 25,000 units.

Government Initiatives

The Government of India encourages foreign investment in the automobile sector and allows 100 per cent FDI under the automatic route.

Some of the recent initiatives taken by the Government of India are -

- Under Union Budget 2019-20, government announced to provide additional income tax deduction of Rs 1.5 lakh (US\$ 2,146) on the interest paid on the loans taken to purchase EVs.
- The government aims to develop India as a global manufacturing centre and an R&D hub.
- Under NATRiP, the Government of India is planning to set up R&D centres at a total cost of US\$ 388.5 million to enable the industry to be on par with global standards.
- The Ministry of Heavy Industries, Government of India has shortlisted 11 cities in the country for introduction of electric vehicles (EVs) in their public transport systems under the FAME (Faster Adoption and Manufacturing of (Hybrid) and Electric Vehicles in India) scheme. The government will also set up incubation centre for start-ups working in electric vehicles space.
- In February 2019, the Government of India approved the FAME-II scheme with a fund requirement of Rs 10,000 crore (US\$ 1.39 billion) for FY20-22.

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Achievements

Following are the achievements of the government in the past four years:

- On 29th July 2019, Inter-ministerial has sanctioned 5,645 electric buses for 65 cities.
- NATRIP's proposal for "Grant-In-Aid for test facility infrastructure for Electric Vehicle (EV) performance Certification from NATRIP Implementation Society" under FAME Scheme which had been approved by Project Implementation and Sanctioning Committee (PISC) on 3rd January 2019.
- Number of vehicles supported under FAME scheme increased from 5,197 in June 2015 to 192,451 in March 2018. During 2017-18, 47,912 two-wheelers, 2,202 three-wheelers, 185 four-wheelers and 10 light commercial vehicles were supported under FAME scheme.
- Under National Automotive Testing And R&D Infrastructure Project (NATRIP), following testing and research centres have been established in the country since 2015
 - International Centre for Automotive Technology (ICAT), Manesar
 - National Institute for Automotive Inspection, Maintenance & Training (NIAIMT), Silchar
 - National Automotive Testing Tracks (NATRAX), Indore
 - Automotive Research Association of India (ARAI), Pune
 - Global Automotive Research Centre (GARC), Chennai
- SAMARTH Udyog – Industry 4.0 centres: 'Demo cum experience' centres are being set up in the country for promoting smart and advanced manufacturing helping SMEs to implement Industry 4.0 (automation and data exchange in manufacturing technology).

Road Ahead

The automobile industry is supported by various factors such as availability of skilled labour at low cost, robust R&D centres and low cost steel production. The industry

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also provides great opportunities for investment and direct and indirect employment to skilled and unskilled labour.

Indian automotive industry (including component manufacturing) is expected to reach Rs 16.16-18.18 trillion (US\$ 251.4-282.8 billion) by 2026. Two-wheelers are expected to grow 9 per cent in 2018.

References: Media Reports, Press Releases, Department of Industrial Policy and Promotion (DIPP), Automotive Component Manufacturers Association of India (ACMA), Society of Indian Automobile Manufacturers (SIAM), Union Budget 2015-16, Union Budget 2017-18

Company profile

About Royal Enfield:

Royal Enfield is an Indian motorcycle company which has created a huge impact in the automobile industry. Royal Enfield has been able to create an image in the market such that by its name only every consumer creates an image of a luxurious, strong motorcycle. Royal Enfield have been manufacturing the classic automobiles like Bullet, Electra, and Thunderbird series from 1909. Royal Enfield is also distinctive in its logo with a cannon and a tagline of "Made like a gun". This logo shows the heritage of the Enfield Company. Vehicles manufactured under Royal Enfield are prevalent for tough looks, incomparable dependability and enormous power.

Introduction (Global)

Royal Enfield was the name under which the Enfield Cycle Company made motorcycles, bicycles, lawnmowers and stationary engines. The legacy of weapons manufacture is reflected in the logo, a cannon, and their motto "Made like a gun, goes like a bullet". Use of the brand name Royal Enfield was licensed by The Crown in 1890. The original Redditch, Worcestershire based company was sold to Norton-Villiers-Triumph (NVT) in 1968.

Royal Enfield produced bicycles at its Redditch factory until it closed in early 1967. The company's last new bicycle was the 'Revelation' small wheeler, which was released in 1965. Production of motorcycles ceased in 1970 and the company was dissolved in 1971.

In 1956 Enfield of India started assembling Bullet motorcycles under licence from UK components, and by 1962 were manufacturing complete bikes. Enfield of India bought the rights to use the Royal Enfield name in 1995. Royal Enfield production, based in Tiruvottiyur, Chennai, continues and Royal Enfield is now the oldest motorcycle brand in the world still in production with the Bullet model enjoying the longest motorcycle production run of all time. In May 2013 a new assembly facility was started at Oragadam, Chennai.

Introduction (India)

Royal Enfield is a motorcycle manufacturing company based in Chennai, India. Originally, a confluence of the British Motorcycle company, Royal Enfield and indigenous *Madras Motors*, it is now a subsidiary of Eicher Motors Limited, an Indian automaker. Along with its flagship motorcycle Royal Enfield Bullet, the enterprise is notable for its Mid-premium motorcycles with the characteristic thumping engine sounds and high capacity engines.

History (India)

Royal Enfield motorcycles made in England were being sold in India from 1949. In 1955, the Indian government looked for a suitable motorcycle for its police and army, for patrolling the country's border. The Bullet was chosen as the most suitable bike for the job. The Indian government ordered 800 350 cc model Bullets. In 1955, the Redditch company partnered with *Madras Motors* in India to form 'Enfield India' to assemble, under licence, the 350 cc Royal Enfield *Bullet* motorcycle in Madras (now called Chennai). The first machines were assembled entirely from components shipped from England. In 1957, the tooling was sold to Enfield India so that they could manufacture components. By 1962, all components were made in India. The Indian Enfield uses the 1960 engine (with metric bearing sizes), in the pre-1956 design frame.

An independent manufacturer since the demise of Royal Enfield in England, Enfield India still makes an essentially similar bike in 350 cc and 500 cc forms today, along with several different models for different market segments.

In 1986, a British civil servant, Raja Narayan, returned to India and organised an export arm for the company to market the Bullet in England. Starting with a Bullet 350 in 1986, he was soon giving feedback that led to improvements. By 1989, the Enfield Bullet appeared in UK motorcycle shows.

In 1994, Eicher Group bought into Enfield India. In late 1995, the Enfield India firm acquired the rights to the name Royal Enfield. Royal Enfield of India now sells motorcycles in over twenty countries.

Global history

The Beginning

The Enfield Cycle Company made motorcycles, bicycles, lawnmowers and stationary engines under the name Royal Enfield out of its works based at Redditch, Worcestershire. The legacy of weapons manufacture is reflected in the logo comprising the cannon, and the motto "Made like a gun". Use of the brand name Royal Enfield was licensed by the Crown in 1890.

The Early Years

In 1909 Royal Enfield surprised the motorcycling world by introducing a small Motorcycle with a 2 ¼ HP V twin Motosacoche engine of Swiss origin. In 1911 the next model was powered by a 2 ¾ HP engine and boasted of the well known Enfield 2-speed gear. In 1912 came the JAP 6 HP 770 CC V twin with a sidecar combination. It was this motorcycle which made Enfield a household name. 1914 saw the 3 HP motorcycles this time with Enfield's own engine which now had the standardised Enfield paint scheme of black enamelled parts and green tank with gold trim.

Between the Wars

At the time of the outbreak of WW I Royal Enfield supplied consignments of their 6 HP sidecar Outfit motorcycles with Stretchers to the Crown. This same motorcycle also came with a Vickers machine Gun sidecar attachment which could also be turned skywards and used against low flying aircraft. Royal Enfield supplied large numbers of motorcycles to the British War Department and also won a motorcycle contract for the Imperial Russian Government.

As the factory developed in the 20's the range of models also increased and in 1924 Royal Enfield was offering four versions of the 2 ¾ HP two-stroke motorcycle, two new JAP engined 350 cc motorcycles and two versions of the 8 HP Vickers engine sidecar combinations. During the great depression of the 30's Royal Enfield was also affected and the demand for motorcycles waxed and waned but the bicycle manufacturing continued at the same pace and the company trudged on. The Cycar, a fully enclosed motorcycle model appeared in the early 30's.

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During World War II, like other manufacturers of that time Royal Enfield was also called upon by the British authorities to develop and manufacture military motorcycles. The models produced for the military were the WD/C 350 cc SV, WD/CO 350 cc OHV, WD/D 250 cc SV, WD/G 350 cc OHV and WD/L 570 cc SV. One of the most well-known Enfields was the Royal Enfield WD/RE, known as the Flying Flea, a lightweight 125 cc motorcycle designed to be dropped by parachute with airborne troops.

After the war the factory continued manufacturing the models developed during the war and the legendary J 2 model appeared which went on to be the ancestor of the legendary Bullet. The same motorcycle which perhaps had the honour of the being the one with the longest production run in the world.

The India Connection

Royal Enfield motorcycles were being sold in India ever since 1949. In 1955, the Indian government started looking for a suitable motorcycle for its police forces and the army for patrolling duties on the country's border. The Bullet 350 was chosen as the most suitable bike for the job. The Indian government ordered 800 of these 350 cc motorcycles, an enormous order for that time. Thus In 1955, the Redditch Company partnered with Madras Motors in India to form what was called 'Enfield India' to assemble these 350 cc Bullet motorcycle under licence in erstwhile madras (Now called Chennai). As per their agreement Madras Motors owned the majority (over 50%) of shares in the company. In 1957 tooling equipment was also sold to Enfield India so that they could manufacture components and start full-fledged production. The Enfield Bullet dominated the Indian highways and with each passing year its popularity kept rising.

Closeout in the UK

Royal Enfield UK continued manufacturing motorcycles and came out with some more innovative and powerful machines notably the Royal Enfield Meteor, Constellation and finally the Interceptor 700, before being sold to Norton-Triumph-Villiers (NVT) in 1968. Production ceased in 1970 and the company was dissolved in

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1971. Remaining tooling and equipment of the Redditch works were auctioned off. Meanwhile the Bullet 350 continued to be manufactured in India and by the 1980's the motorcycles were even exported to Europe out of India. Even after the motorcycle manufacturing closed down the precision engineering division ran for some more time and even bicycles were produced until quite late.

The Eicher Chapter



In 1990, Enfield India entered into a strategic alliance with the Eicher Group, and later merged with it in 1994. It was during this merger that the name Enfield India changed to Royal Enfield. The Eicher Group is one of India's leading automotive groups with diversified interests in the manufacture of Tractors, Commercial Vehicles, Automotive Gears, Exports, Garments, Management Consultancy and Motorcycles. Since then, the Company has made considerable investments in modernizing its manufacturing technology and systems. In 1996, when the Government decided to impose stringent norms for emission Royal Enfield was the first motorcycle manufacturer to comply, a tradition which has stuck on thus making emission norms being one of the most important factors the company focuses on

OUR MISSION

Our mission is to build and maintain a fleet of Royal Enfield's and its variants for our clients who are looking for hassle-free rentals for their road trips.

OUR CORE VALUE

We are a bunch of adventure travelers ourselves and we understand the joys of bike expeditions. We believe in providing the best-in-class services for our clients who are looking to explore destinations in India via Royal Enfields.

OUR PRODUCTS AND SERVICES

**Consumer Satisfaction towards Royal Enfield Bikes with
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We render services that help motorcycle enthusiasts, adventure holiday travelers and destination explorers to travel and explore locations via the road medium. We offer different variants of Royal Enfield for rent, to accompany you on your journey.

OUR SPECIALISATION

We provide showroom condition Royal Enfields which are available for customers to rent for short trips, weekend getaways or longer road expeditions. We also plan customized trips to meet your specific needs.

Our services are for those who want to discover and explore. Our customers are people who look to challenge themselves- doing things they might have not done in the past, who seek travel experiences that are out of the ordinary, who want to experience and explore places and not just visit it. The sporty, adventurous explorer who constantly seeks challenges is our kind of traveler- one who connects with us and our brand.

Snap Shots

Royal Enfield	
Parent Company	Madras Motors & Royal Enfield
Category	Motorcycles, Scooters
Sector	Two-wheeler
Tagline/ Slogan	Handcrafted in Chennai; Trip
USP	Make bike like their motto "Made like a gun, goes like a bullet"
STP	
Segment	Middle-class people who want a bike that is stylish and powerful
Target Group	Middle class youth from the age bracket of 25-35

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Positioning	A powerful motorcycle for bike adventurers
Product Portfolio	
Brands	<ol style="list-style-type: none"> 1. Royal Enfield Bullet 2. Royal Enfield Classic 3. Royal Enfield Thunderbird

The practice of Corporate Governance in Royal Enfield group takes place at three interlinked levels:

1. **Strategic supervision:** By the board of Directors
2. **Strategic Management:** By the Corporate Management Committee
3. **Executive Management:** By the Divisional / Strategic Business Unit (SBU) Chief Executives assisted by the respective Divisional / SBU management Committees.

The Corporate functions provide support and assistance to both the corporate and divisional Management committees.

This three-tier governance structure ensures that:

1. Strategic supervision (on behalf of the shareholders), being free from involvement in the task of strategic management of the Company, can be conducted by the Board with objectivity, thereby sharpening accountability of management.
2. Strategic management of the company, uncluttered by the day to day tasks of executive management, remains focused and energized;
3. Executive management of a Division or a Business free from collective strategic responsibilities for Royal Enfield as a whole focuses on enhancing the quality, efficiency and effectiveness of the business.

Sales service for the benefit of customers:

Royal Enfield country wide auto financial service Limited. It takes I order to supplement its after sales network and after new value for added services for it. Royal

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Enfield service master will provided world class quality service at its state of the art workshops, Delighted and developed on per Royal Enfield Guidelines friend professionals to take personalized care of all bikes maintenance need less than one roof. The workshop will also have all the latest tools and equipment for diagnosing and testing vehicle parameters. The company will also facilitate sales and purchase of used bikes.

Marketing Mix Of Royal Enfield

Royal Enfield is an Indian company of British origins. It is a public company that deals in two-wheelers and is associated with the automotive industry. Vehicles related to this brand are popular for rugged looks, matchless stability and sheer power. The brand has been a favourite amongst Police and Army personnel. Royal Enfield was founded in the year 1909 and merged with Madras Motors in the year 1955. Currently, it is a subsidiary of its Indian parent company Eicher Motors Limited. Some of its competitors are as follows-

- Ducati Superbike
- Yamaha
- Harley Davidson
- Suzuki
- TVS
- Hero Motor Corp
- Bajaj Auto Limited

Product in the Marketing Mix Of Royal Enfield :

Royal Enfield is associated with manufacturing and marketing of motorcycles as it deals in the automobile sector. It started its operations as a manufacturer of motorcycles for Indian Army. It is also involved in producing lawnmowers, stationary engines, bicycles and rifles. Some of its well-known models are as follows-

Standard Street

- Bullet Electra 5S
- Bullet 350

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- Bullet Machismo 500

Retro Street

- Classic 500
- Classic Battle Green
- Classic Chrome
- Classic Squadron Blue
- Classic 350
- Classic Desert Storm

Cruiser

- Thunderbird 500
- Thunderbird 300

Café Racer

- Continental GT

Royal Enfield Himalayan

Place in the Marketing Mix Of Royal Enfield :

Royal Enfield is an Indian company with its headquarters base at Chennai in Tamil Nadu. It has spread its product presence to India as well as several international markets in more than fifty countries like Spain, Switzerland, Singapore, Netherlands, Russia, Malaysia, Korea, Canada, Brazil, France, Germany, Italy, United Kingdom, Japan, Argentina, Australia and the United States. At its onset company imported kits for 350cc bikes from the United Kingdom and assembled them in its plant at Chennai. A new manufacturing plant was opened at Oragadam in Chennai by the year 2013 and its factory located at Tiruvottiyur became a secondary production plant that continued with its manufacturing of several models and engines. In the year 2015 company established a dealership and its headquarters for the North American division at Milwaukee in Wisconsin. It started its retail operations in Indonesia in the year 2015, August. Royal Enfield has a strong distribution network that includes services of dealers and stockists so that it reaches consumer markets

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easily. Its channel in India includes 394 dealership outlets spread over every Indian state and three Union territories.

Price in the Marketing Mix Of Royal Enfield :

Royal Enfield has the distinction of being an iconic company as it is one of the oldest in the field of two-wheelers. It belongs to the luxury segment and has become a status symbol to motorcycle lovers. Royal Enfield has targeted bike adventurers and youth's belonging to a middle-aged group as its target customers that believe in quality over pricing at any given time. It has adopted a premium pricing policy for its high-quality products. The company offers a powerful and stylish product with an established and high-profile brand name and hence its target customers do not hesitate in making a purchase irrespective of high prices.

Promotions in the Marketing Mix Of Royal Enfield :

Royal Enfield has the distinction of being the first two-wheeler manufacturing company to obtain WVTCA certificate for meeting norms and standards set up by European Community. It has adopted several promotional policies to market its products successfully in the consumer market. The company has launched innovative ad campaigns with help of electronic and print media. Its ads are viewed via television, magazines, newspapers and billboards. Royal Enfield has also launched brand awareness campaigns at social media portals like Facebook, Twitter and YouTube. It takes part in several shows to increase its brand visibility.

It revealed its custom bikes in Biarritz, France at Wheels and Waves custom bike show. Royal Enfield has been a recipient of several accolades and awards in recognition of its works. It won Business Standard Best Company of the Year 2015 and has even been hailed by previous President Barack Obama as one of the best bikes he had come across. One of its popular taglines is Made like a gun, goes like a bullet.

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SWOT Analysis

SWOT Analysis	
Strengths	<ol style="list-style-type: none">1. Size and scale of parent company2. Effective Advertising Capability3. High emphasis on R and D4. Established brand name in the cruiser market5. Established market distribution channel6. Exports motorcycles to 31 countries like the USA, Japan, UAE, Korea, Bahrain, UK, France, Germany, Argentina and many other countries
Weaknesses	<ol style="list-style-type: none">1. Weight of the motor cycle can be an issue for few customers.2. Mileage of high cc bikes is an issue
Opportunities	<ol style="list-style-type: none">1. Two-wheeler segment is one of the most growing industries2. Export of bikes is limited i.e. untapped international markets
Threats	<ol style="list-style-type: none">1. Strong competition from Indian as well as international brands2. Dependence on government policies and rising fuel prices3. Better public transport will affect two-wheeler sales

Chapter- 3

Conceptual Frame Work- Customer Satisfaction

Introduction

Purpose

Meaning of Customer Satisfaction

Definition of customer satisfaction

Importance of Customer Satisfaction

Measuring customer satisfaction



Conceptual Frame Work- Customer Satisfaction

Introduction

Customer is the king; this is all the more apt for today's business environment where, all other factors remaining more or less constant, it is the value addition to the customer that is making all the difference.

Today's companies are facing their toughest competition ever. These companies can outdo their competition if they can move from product and sales philosophy to a marketing philosophy. We spell out in detail how companies can go about winning customers and outperforming competitors. The answer lies in doing a better job of meeting and satisfying customers' needs. Only customer-centered companies are adept at building customers, not just building product. They are skilled in market engineering, not just product engineering.

Too many companies think that it is the marketing/sales department's job to procure customers. If that department cannot, the company draws the conclusion that its marketing people aren't very good . but in fact, marketing is only one factor in attracting and keeping customers. The best marketing department in the world cannot spell products that are poorly made or fail to meet anyone's need. The marketing department can be effective only in companies whose various departments and employees have designed and implemented a competitively superior customer value-delivery system.

Although the customer oriented firms seek to create high customer satisfaction, its main goal is to maximize customer satisfaction ,first the company can increase customer satisfaction by lowering its prices, but results may be lower profits second the company might be able to increase prices. Third the company has many stakeholders including employees, dealers, suppliers and stock holders spending more to increase customer satisfaction might divert funds from increasing the satisfaction of other partner. Estimate the company must operate on the philosophy that it is trying to deliver a high level of satisfaction to the other stake-holder within the constrains of its resources. From the past studies of last three decades we observed that the company's

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first task is to create and satisfy customers. But today's customers face a vast array of product and brand choice prices and suppliers.

It is generally believed that customers estimate which offer will deliver the most value customers are like value maximizes, within the bounds of search costs and limited knowledge, mobility income, they form an expectation of value and act on it, whether or not the offer lives up to the value expectations affects customer's satisfaction and their repurchase probability.

Whether the buyer is satisfied after purchase depends on the offers performance in relation to the buyer expectation. In general satisfaction are a person's feelings of pleasure or disappointment resulting from comparing a products perceived performance relation to his/her expectations. If the performance falls short of expectation, the customer is dissatisfied. If the performance matches the expectation customer is satisfied. If the performance exceeds the expectation the customer is highly satisfied.

Customer satisfaction cannot be very difficult. After all you either satisfied with the services you receive or you are not. If you don't you are not. If it is that easy, then obtaining people's opinion about how satisfied they are with relatively straightforward matter- or is it? Customer satisfaction is a marketing tool and a definite value-added benefit. It is often perceived by customers as important as the primary product or service your organisation offers.

It looks at what is involved from 3 different angles, the first is from the view of an organisation wishing to understand, and measures, how satisfied its customer are with the products and services they receive from it. The second is from the perspective of a research agency that has been asked to obtain feedback from customers and about their experiences when dealing with companies. Finally it considers the issue from the perspective of consumers who participate in surveys, including both business customers and members of general public

Customer satisfaction, a term frequently used in marketing, is a measure of how products and services supplied by a company meet or surpass customer expectation. Customer satisfaction is defined as "the number of customers, or percentage of total

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customers, whose reported experience with a firm, its products, or its services (ratings) exceeds specified satisfaction goals."

It is seen as a key performance indicator within business and is often part of a Balanced Scorecard. In a competitive marketplace where businesses compete for customers, customer satisfaction is seen as a key differentiator and increasingly has become a key element of business strategy.

Within organizations, customer satisfaction ratings can have powerful effects. They focus employees on the importance of fulfilling customers' expectations. Furthermore, when these ratings dip, they warn of problems that can affect sales and profitability. These metrics quantify an important dynamic. When a brand has loyal customers, it gains positive word-of-mouth marketing, which is both free and highly effective.

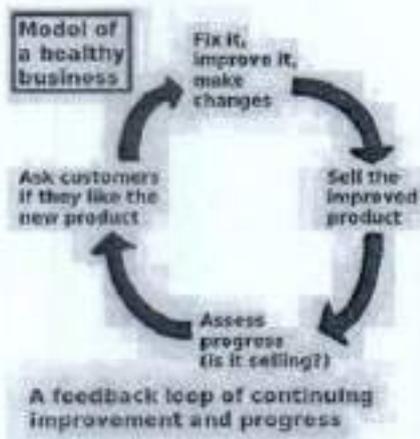
Therefore, it is essential for businesses to effectively manage customer satisfaction. To be able to do this, firms need reliable and representative measures of satisfaction.

In researching satisfaction, firms generally ask customers whether their product or service has met or exceeded expectations. Thus, expectations are a key factor behind satisfaction. When customers have high expectations and the reality falls short, they will be disappointed and will likely rate their experience as less than satisfying. For this reason, a luxury resort, for example, might receive a lower satisfaction rating than a budget motel even though its facilities and service would be deemed superior in "absolute" terms.

The importance of customer satisfaction diminishes when a firm has increased bargaining power. For example, cell phone plan providers, such as AT&T and Verizon, participate in an industry that is an oligopoly, where only a few suppliers of a certain product or service exist. As such, many cell phone plan contracts have a lot of fine print with provisions that they would never get away if there were, say, a hundred cell phone plan providers, because customer satisfaction would be way too low, and customers would easily have the option of leaving for a better contract offer. There is a substantial body of empirical literature that establishes the benefits of customer satisfaction for firms.

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Purpose



A business ideally is continually seeking feedback to improve customer satisfaction. Customer satisfaction provides a leading indicator of consumer purchase intentions and loyalty. Customer satisfaction data are among the most frequently collected indicators of market perceptions. Their principal use is twofold:

1. Within organizations, the collection, analysis and dissemination of these data send a message about the importance of tending to customers and ensuring that they have a positive experience with the company's goods and services
2. Although sales or market share can indicate how well a firm is performing currently, satisfaction is an indicator of how likely it is that the firm's customers will make further purchases in the future. Much research has focused on the relationship between customer satisfaction and retention. Studies indicate that the ramifications of satisfaction are most strongly realized at the extremes. On a five-point scale, individuals who rate their satisfaction level as "5" are likely to become return customers and might even evangelize for the firm. (A second important metric related to satisfaction is willingness to recommend. This metric is defined as "The percentage of surveyed customers who indicate that they would recommend a brand to friends." When a customer is satisfied with a product, he or she might recommend it to friends, relatives and colleagues. This can be a powerful marketing

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advantage.) Individuals who rate their satisfaction level as "1," by contrast, are unlikely to return. Further, they can hurt the firm by making negative comments about it to prospective customers. Willingness to recommend is a key metric relating to customer satisfaction.

Meaning of Customer Satisfaction

Customer satisfaction is a business term, is a measure of how products and services supplied by a company meet or surpass customer expectation. It is seen as a key performance indicator within business and part of the four prospective of balanced score card.

IN a competitive market place where businesses compete for customers, customer satisfaction is seen as a key differentiator and increasingly has become a key element of business strategy customer satisfaction drives successful private sector business. High performing businesses have developed principles and strategies for achieving customer satisfaction. This paper presents a framework or set of ideas for using customer satisfaction principles and strategies to improve the quality responsiveness, and possibility of public sector privately provided services in vulnerable communities. The framework suggested that residents who live in tough neighborhoods can be supported through customer satisfaction strategies to become empowered individuals whose informed perspectives influence decisions about what, how, when, and where services are available to them. Customer satisfaction is the customers' response to the evaluation of the perceived discrepancy between prior expectation and the actual performance of the product as perceived after its consumption.

The concept of customer satisfaction has attracted much attention in recent years. Organizations that try to analyze this concept should begin with an understanding of various customer satisfaction models. Such models clarify various theories about customer satisfaction, making research and analysis in this topic more focused and less wasteful of research resources.

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According to the Department of Marketing at Washington University, there is no single definition of consumer satisfaction. However, all the definitions in the literature and from consumers describe consumer satisfaction as a reasoned or emotional response to a product, service or consumer experience at a particular time.

According to BNET, customer satisfaction is "the degree to which customer expectations of a product or service are met or exceeded." Each person has their own set of expectations, so customer satisfaction is unique to the individual.

Features

Businesspeople who work with customers or clients should exhibit professionalism, patience, respect and good communication. Also, going the extra mile for your customers is a good way to enhance customer satisfaction, because it increases your chances of exceeding their expectations.

Function

Companies want their customers to be happy because happy customers bring in more business and add to a company's viability. When customers are dissatisfied they are likely to stop returning as a client, and may tell friends and family about the poor experiences they had with your company.

Satisfaction Surveys

You can provide satisfaction surveys to your customers to continuously measure their level of satisfaction. Satisfaction surveys will give customers a chance to let you know how things can be done better to enhance customer service.

Definition of customer satisfaction

According to Philip Kotler. "Satisfaction is a person's feelings of pressure or disappointment resulting from product's perceived performance (outcome) in relation to his or her expectations. Customer satisfaction is the level of a person's felt state resulting from comparing a product's perceived performance (outcome) in relation to the person's expectations".

This satisfaction level is a function of difference between perceived performance and expectations. If the product's performance, exceed expectation the customer highly

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satisfied or delighted. If the performance matches the expectations the customer is satisfied. If the products performance fall shorts of expectations the customer is dissatisfied.

1 Many companies are aiming for high satisfaction because customers who are just satisfied still find it easy to switch when a better offer comes along. High satisfaction or delight creates an emotional affinity with brand.

2 Variety of factors that affect customer satisfaction includes product quality, product availability and after sales support such as warranties and services. Customer satisfaction is seen as a proof of delivering a quality product or service. It is believed that customer satisfaction brings sales growth, and market share. A company can always increase customer satisfaction by lowering its price or increasing its services but this may result in lower profits. Thus the purpose of marketing is to generate customer value profitability.

3 India is on the threshold of a new millennium. India chose for global economy, exposing her to winds of change in the market place, which has expanded vastly and become fiercely competitive. In the changed environment, decision makers view the marketing concept as the key to success. Marketing in practice has to manage products, pricing, promotion and distribution.

4 A successful product can be developed by exploring these opportunities. While delivering the value of the consumer we make use of marketing support. This support is based on the knowledge of consumers and distribution. Marketing support both at the introduction of products and maturing is considered.

5 Marketing, as suggested by the American Marketing Association is "an organizational function and a set of processes for creating, communicating and delivering value to customers and for managing customer relationships in ways that benefit the organization and its stakeholders".

6 The two major factors of marketing are the recruitment of new customers (acquisition) and the retention and expansion of relationships with existing customers (base management). Marketing methods are informed by many of the social,

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particularly psychology, sociology, and economics. Anthropology is also a small, but growing, influence. Market research underpins these activities. Through advertising, it is also related to many of the creative arts.

7 For a marketing plan to be successful, the mix of the four "Ps"¹ i.e. product, price, place, promotion must reflect the wants and desires of the consumers in the target market. Trying to convince a market segment to buy something they don't want is extremely expensive and seldom successful. Marketers depend on marketing research, both formal and informal, to determine what consumers want and what they are willing to pay for. Marketers hope that this process will give them a sustainable competitive advantage. Marketing management is the practical application of this process. The offer is also an important addition to the 4P's theory.

Importance of Customer Satisfaction

Companies regularly advertise in magazines, newspapers, television and on the radio to connect with the public. While advertisements certainly help, word-of-mouth is also a valuable tool. If a customer is satisfied with the company, she is more likely to recommend the company to a friend. But if she is not, she will speak negatively and could potentially hurt your business. The customer may not always be right, but the customer does need to be content.

Surveys

Distribute surveys either online or in print to customers after the company has finished the task that it was hired for so you can find out what worked and what didn't. Customer feedback can be discussed the next time your company does an evaluation.

Contact Features

Provide a "Contact Us" link or phone number so customers can talk to customer service representatives to get their questions easily answered. Be careful with automated systems. While some people don't mind touch-tone responses, others just want to speak to a real person, so if your company uses automated system, record a spot in the system so customers can speak freely and press pound after the tone.

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Effects

Monitor how your company is doing with complaints on the Better Business Bureau site. Other customers may check this out to see if there are outstanding complaints and how your company handled them. If there are too many complaints, the customer could be hesitant to work with your company.

Repeat Business

Return customers often come back because they enjoyed doing business with you or were satisfied with the service they received the first time. It is rare for a customer to pay for a service when the customer was dissatisfied the first time, unless the location is so small that this company is the only one they can work with. Even then, you want your customers to be satisfied so they won't spread the word to outside locations in case your company adds new branch locations.

Return Calls

Respond to customer complaints and evaluate issues in a timely manner. If the customer feels ignored, this gives him too much time to let his imagination run and assume your company does not care. The company loses business if the customer cancels the service because he doesn't want to wait on the company to respond if the time frame is too long.

Word of Mouth

Encourage customers to tell a friend about the company. Providing take-home paraphernalia like magnets, brochures, e-blasts and pens are ways for the company to remember you. Even if you don't get the business at that moment, the customer using a common product with your company name will keep it on her mind.

Sponsors

Sponsors pay attention to how satisfied your customers are because if they distribute money to a company with a bad reputation, it makes them look bad as well. If the customer is satisfied and the company can provide quotes and other proof from those customers, sponsors may find the company more attractive.

Costs

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Customers that are not happy with a product or a service can increase business costs in many areas. For example, if a customer is not happy with a product, technical support may be required, which increases business operation costs. The customer may choose to return the product, which impacts warranty costs. The company may also incur additional costs in shipping out a new product. This situation creates a negative profit.

Free Marketing

When a customer is happy with a product or service, she will likely buy from the business again. An added benefit is that the customer likes to share her good experience with friends. Abildtrup states that the customer will tell an average of eight people about her positive experience. This is word-of-mouth marketing and is vital to a business, because it doesn't cost any advertising dollars but increases business. On the flip side, a negative customer experience is shared by the customer with approximately 22 other people.

Up Sales

When a customer is pleased with a transaction, he is open to other suggestions for a product or service. Many times, a business can sell more to the same customer due to loyalty and customer confidence in the business. This is called a cross-sell or an up-sell. However, a poor customer experience eliminates the opportunity to make this type of offer.

Measuring customer satisfaction

Organizations need to retain existing customers while targeting non-customers. Measuring customer satisfaction provides an indication of how successful the organization is at providing products and/or services to the marketplace.

Customer satisfaction is measured at the individual level, but it is almost always reported at an aggregate level. It can be, and often is, measured along various dimensions. A hotel, for example, might ask customers to rate their experience with its front desk and check-in service, with the room, with the amenities in the room,

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with the restaurants, and so on. Additionally, in a holistic sense, the hotel might ask about overall satisfaction "with your stay."

As research on consumption experiences grows, evidence suggests that consumers purchase goods and services for a combination of two types of benefits: hedonic and utilitarian. Hedonic benefits are associated with the sensory and experiential attributes of the product. Utilitarian benefits of a product are associated with the more instrumental and functional attributes of the product (Batra and Athola 1990).

Customer satisfaction is an ambiguous and abstract concept and the actual manifestation of the state of satisfaction will vary from person to person and product/service to product/service. The state of satisfaction depends on a number of both psychological and physical variables which correlate with satisfaction behaviors such as return and recommend rate. The level of satisfaction can also vary depending on other options the customer may have and other products against which the customer can compare the organization's products.

Work done by Parasuraman, Zeithaml and Berry (Leonard L) between 1985 and 1988 provides the basis for the measurement of customer satisfaction with a service by using the gap between the customer's expectation of performance and their perceived experience of performance. This provides the measurer with a satisfaction "gap" which is objective and quantitative in nature. Work done by Cronin and Taylor propose the "confirmation/disconfirmation" theory of combining the "gap" described by Parasuraman, Zeithaml and Berry as two different measures (perception and expectation of performance) into a single measurement of performance according to expectation.

The usual measures of customer satisfaction involve a survey with a set of statements using a Likert Technique or scale. The customer is asked to evaluate each statement and in term of their perception and expectation of performance of the organization being measured. Their satisfaction is generally measured on a five-point scale.

Very dissatisfied	Somewhat dissatisfied	Neither satisfied nor dissatisfied	Somewhat satisfied	Very satisfied
1	2	3	4	5

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Customer satisfaction data can also be collected on a 10-point scale

Regardless of the scale used, the objective is to measure customers' perceived satisfaction with their experience of a firm's offerings. It is essential for firms to effectively manage customer satisfaction. To be able to do this, we need accurate measurement of satisfaction.

Good quality measures need to have high satisfaction loadings, good reliability, and low error variances. In an empirical study comparing commonly used satisfaction measures it was found that two multi-item semantic differential scales performed best across both hedonic and utilitarian service consumption contexts. According to studies by Wirtz & Lee (2003), they identified a six-item 7-point semantic differential scale (e.g., Oliver and Swan 1983), which is a six-item 7-point bipolar scale, that consistently performed best across both hedonic and utilitarian services. It loaded most highly on satisfaction, had the highest item reliability, and had by far the lowest error variance across both studies. In the study, the six items asked respondents' evaluation of their most recent experience with ATM services and ice cream restaurant, along seven points within these six items: *"please me to displeased me"*, *"contented with to disgusted with"*, *"very satisfied with to very dissatisfied with"*, *"did a good job for me to did a poor job for me"*, *"wise choice to poor choice"* and *"happy with to unhappy with"*.

A semantic differential (4 items) scale (e.g., Eroglu and Machleit 1990) , which is a four-item 7-point bipolar scale, was the second best performing measure, which was again consistent across both contexts. In the study, respondents were asked to evaluate their experience with both products, along seven points within these four items: *"satisfied to dissatisfied"*, *"favorable to unfavorable"*, *"pleasant to unpleasant"* and *"I like it very much to I didn't like it at all"*.

The third best scale was single-item percentage measure, a one-item 7-point bipolar scale (e.g., Westbrook 1980). Again, the respondents were asked to evaluate their experience on both ATM services and ice cream restaurants, along seven points within *"delighted to terrible"*.

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It seems that dependent on a trade-off between length of the questionnaire and quality of satisfaction measure, these scales seem to be good options for measuring customer satisfaction in academic and applied studies research alike. All other measures tested consistently performed worse than the top three measures, and/or their performance varied significantly across the two service contexts in their study. These results suggest that more careful pretesting would be prudent should these measures be used. Finally, all measures captured both affective and cognitive aspects of satisfaction, independent of their scale anchors. Affective measures capture a consumer's attitude (liking/disliking) towards a product, which can result from any product information or experience. On the other hand, cognitive element is defined as an appraisal or conclusion on how the product's performance compared against expectations (or exceeded or fell short of expectations), was useful (or not useful), fit the situation (or did not fit), exceeded the requirements of the situation (or did not exceed).

Chapter - 4

Analysis of data and Interpretation

- Tables
- Graphs
- Interpretations

Analysis of data and interpretation

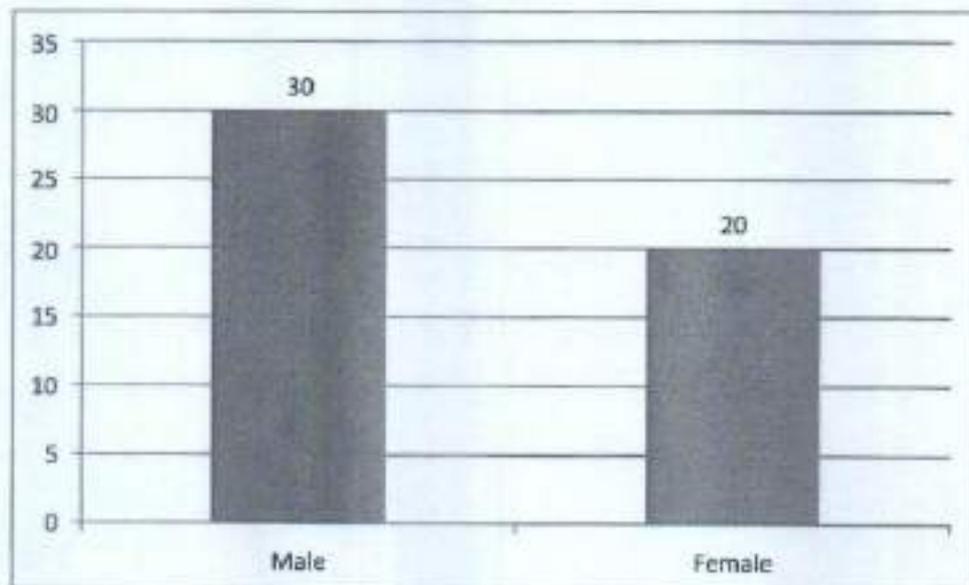
Table No:4. 1

Table showing on the basis of Gender factor

Gender	No of Respondents	Percentage
Male	30	60
Female	20	40
Total	50	100%

Source: Field Survey

Chart No: 4.1



Interpretation

The above Table and chart shows that, 60% of respondents are Male and remaining 40% of respondents are Female.

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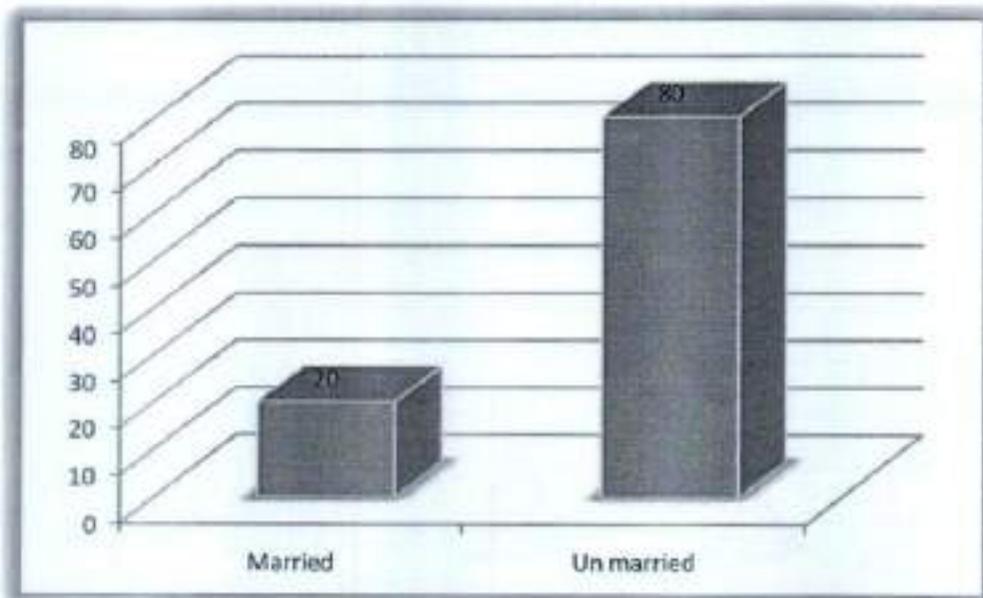
Table No: 4.2

Table shows on the basis of Respondent's Marital Status

Marital Status	No of Respondents	Percentage
Married	10	20
Un married	40	80
Total	50	100%

Source: Field Survey

Chart No: 4.2



Interpretation

The above Table and chart shows that, 20% of respondents are married and 80% of respondents are married

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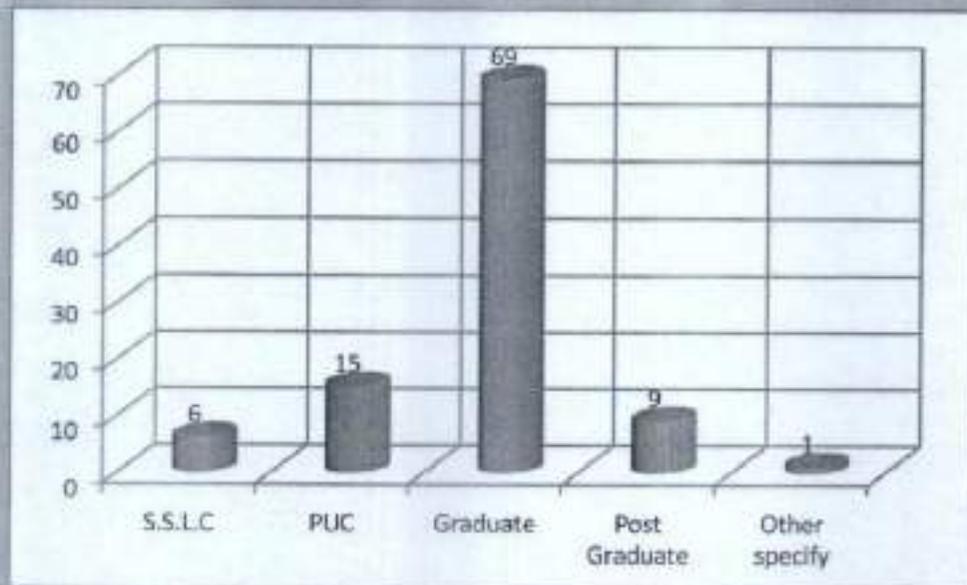
Table No: 4.4

Table shows on the basis of Respondent's Educational Qualification

Educational Qualifications	No of Respondents	Percentage
S.S.L.C	3	6
PUC	7	15
Graduate	35	69
Post Graduate	5	10
Other specify	0	0
Total	50	100

Sources: Field Survey

Chart No: 4.4



Interpretation

The above Table and chart shows that, 6% respondents belongs to SSLC, 15% respondents belongs PUC, 69% respondents Educational qualification Belongs to Graduate, 9% respondents Belongs to Post graduate.

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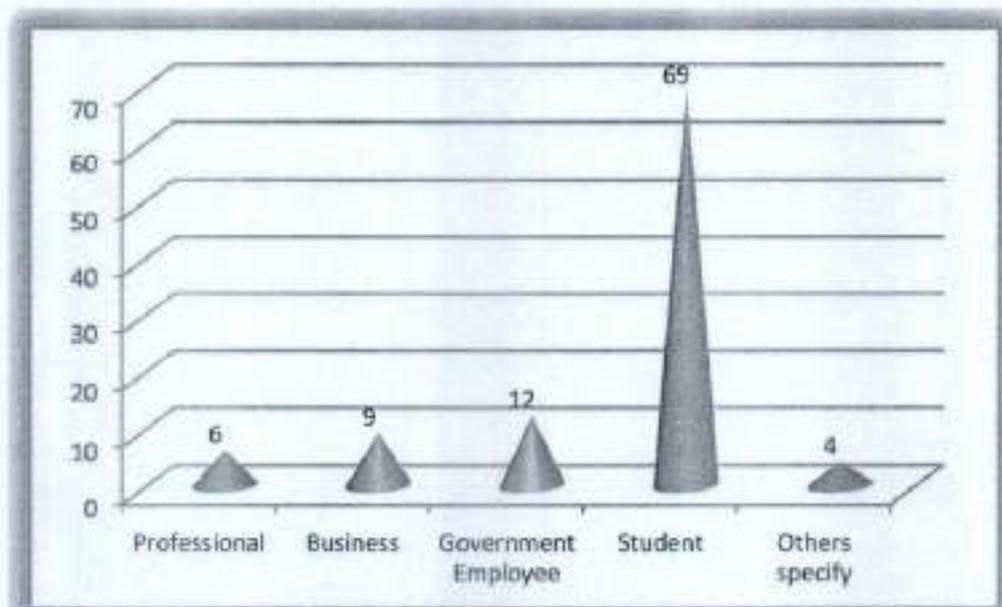
Table no. 4.5

Occupation of respondents is presented

Occupation	No of Respondents	Percentage
Professional	3	6
Business	5	10
Government Employee	6	12
Student	35	70
Others specify	2	4
Total	50	100%

Source: Field Survey

Chart No: 4.5



Interpretation

The above Table and chart shows that, 6% respondents have the occupation like professional, 10% respondent having the occupation like business, 12% respondent having the occupation likes Government Employee, 70% respondents having occupation like students and 4% respondent having occupation like Others.

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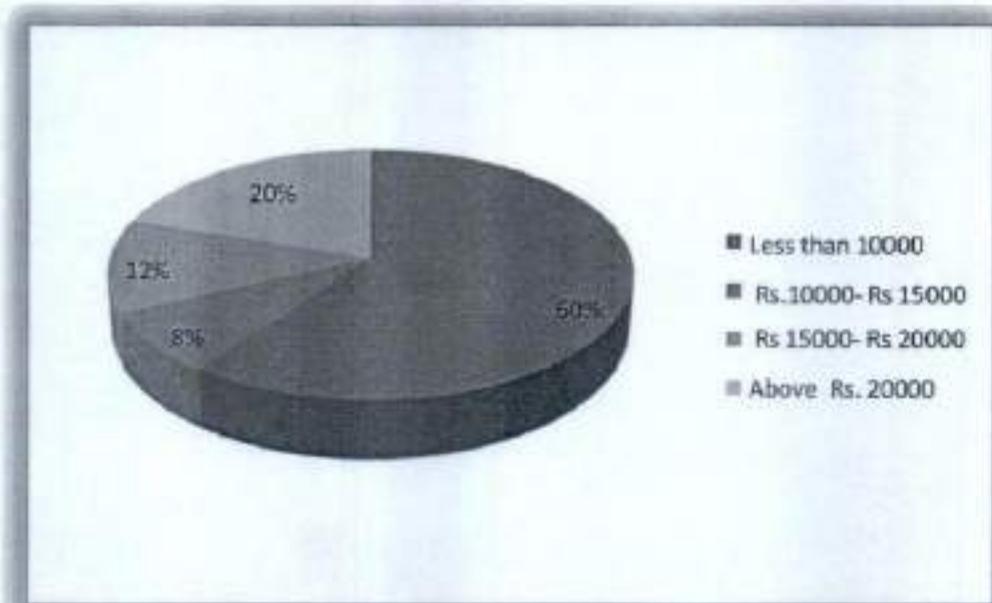
Table No: 4.6

Table shows on the basis of Respondent's Monthly Income

Monthly Income in(INR)	No of Respondents	Percentage
Less than 10000	30	60
Rs.10000- Rs 15000	4	8
Rs 15000- Rs 20000	6	12
Above Rs. 20000	10	20
Total	50	100%

Source: Field Survey

Chart No: 4.6



Interpretation

The above Table and chart shows that, 60% of the respondents belongs to income group less Rs. 10,000 per month, 8% of the respondents Belongs to Rs 10,000 – 15,000 per month, 12% of the respondents belongs to Rs. 15,000 20,000 per month. & 20% of the respondents Belongs to 20,000 & above.

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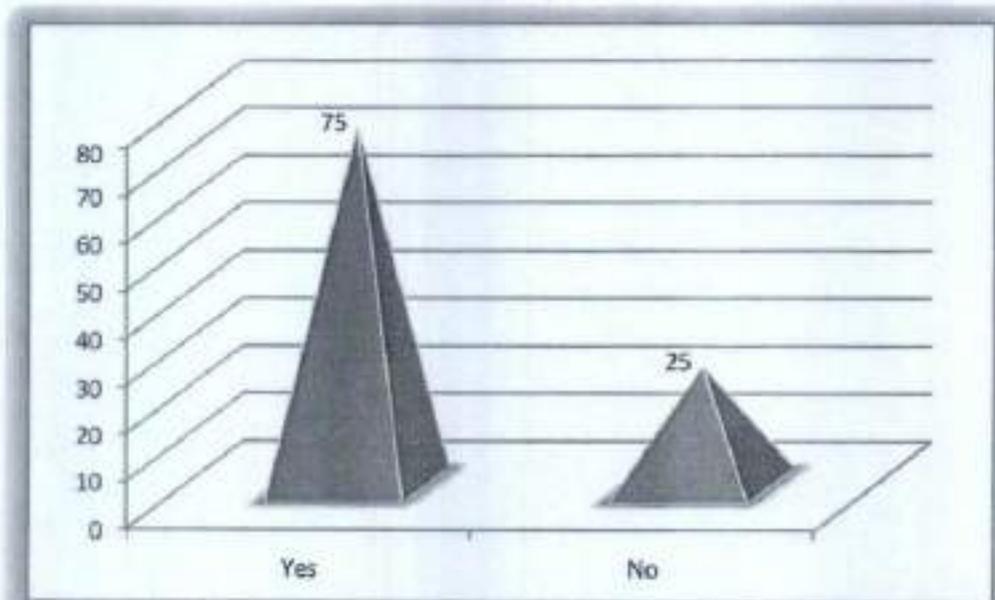
Table No: 4.7

The table shows on the basis of respondents have own two wheeler bike

Particular	No of Respondents	Percentage
Yes	35	75
No	15	25
Total	50	100%

Source: Field Survey

Chart No: 4.7



Interpretation

The above Table and chart shows that, 75% respondents are own two wheeler bike and 25% respondents not own two wheeler bike.

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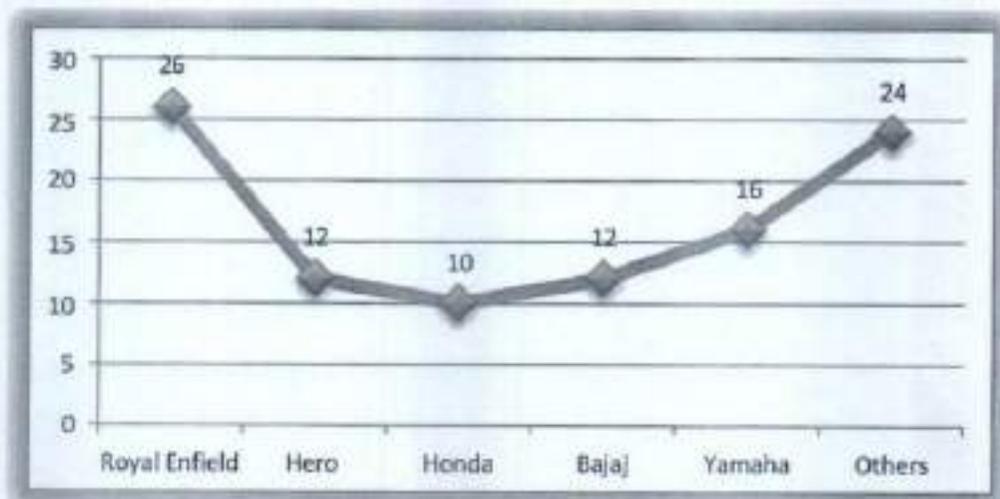
Table No: 4.8

The table shows on the basis of respondents which company two wheeler have

Particular	No of Respondents	Percentage
Royal Enfield	13	26
Hero	6	12
Honda	5	10
Bajaj	6	12
Yamaha	8	16
Others	12	24
Total	50	100%

Source: Field Survey

Chart No: 4.8



Interpretation

The above Table and chart shows that, 26% respondents have Royal Enfield, 12% respondents have Hero, 10% respondent have Honda, 12% respondents have Bajaj, 16% respondents have Yamaha and 24 respondents have others.

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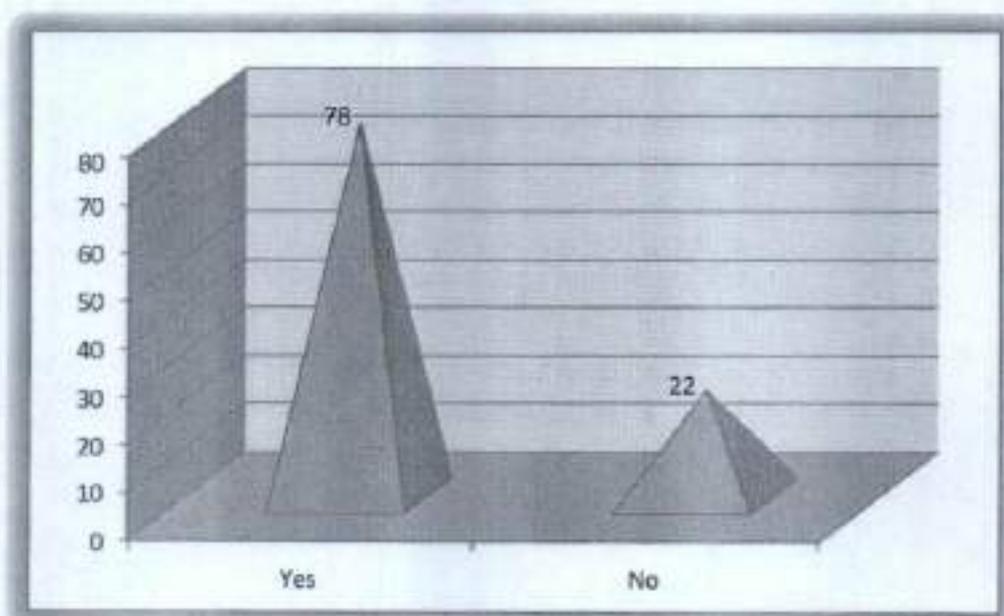
Table No: 4.9

Table shows on the basis of Respondent's aware of Royal Enfield bike

Marital Status	No of Respondents	Percentage
Yes	39	78
No	11	22
Total	50	100%

Source: Field Survey

Chart No: 4.9



Interpretation

The above Table and chart shows that, 78% respondents aware of Royal Enfield Bike and 22% respondents are not aware of Royal Enfield Bikes.

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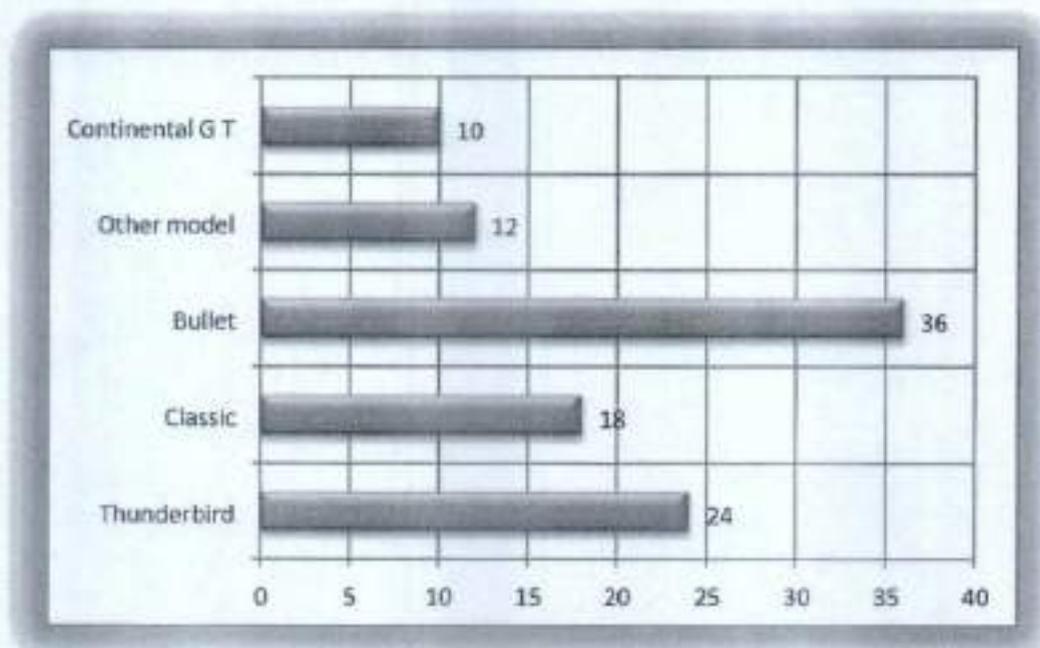
Table No.: 4.10

Respondents having Royal Enfield Bike Model

Particular	No of Respondents	Percentage
Thunderbird	12	24
Classic	9	18
Bullet	18	36
Other model	6	12
Continental G T	5	10
Total	50	100%

Source: Field Survey

Chart No: 4.10



Interpretation

Out of 100 respondents, 24% of respondents have thunderbird model, 18% of respondents have Classic, 36% of respondents belongs to Bullet, 12% of respondents belongs to other model and 10 % of respondents belongs to Continental GT.

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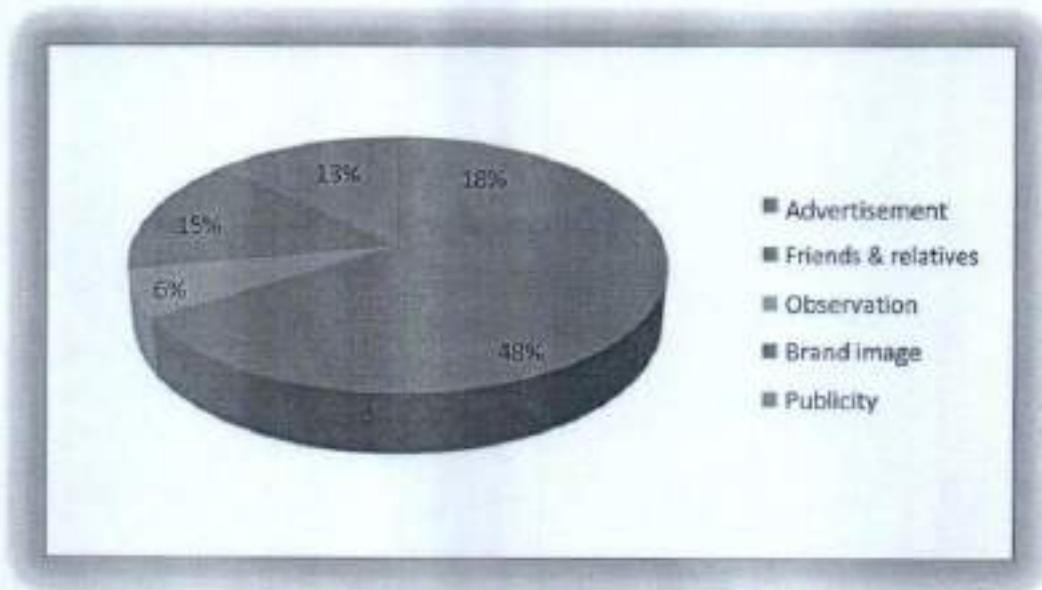
Table No: 4.11

Table shows How did respondents come to know about Royal Enfield

Particular	No of Respondents	Percentage
Advertisement	9	18
Friends & relatives	24	48
Observation	3	6
Brand image	8	15
Publicity	7	13
Total	50	100%

Source: Field Survey

Chart No: 4.11



Interpretation

The above table and chart states that, 18% of the respondents come to know Royal Enfield through Advertisement, 48% of the respondents belongs to Friends & Relatives, 6% of the respondents belongs to Observation, 15% of the respondents belongs to Brand image and 13% respondents belongs to Publicity.

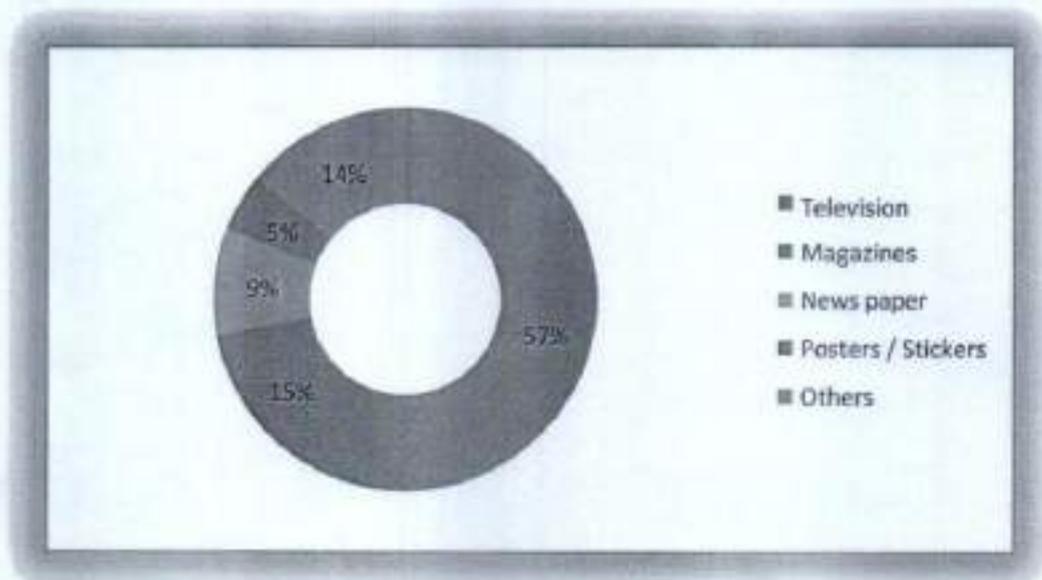
**Consumer Satisfaction towards Royal Enfield Bikes with
Special Reference to Royal Enfield (Pratap Automobiles)**

Table No: 4.12

**Table shows media of advertisement that have you been introduced Respondents
to Royal Enfield**

Particular	No of Respondents	Percentage
Television	28	57
Magazines	7	15
News paper	4	9
Posters / Stickers	4	5
Others	7	14
Total	50	100%

Chart No: 4.12



Interpretation

The above table and chart states that, 57% of the respondents come to know about Royal Enfield through Television Media, 15% of the respondents belongs to Magazine, 9% of the respondents belongs to Newspaper, 5% of the respondents belongs to Posters / Stickers and 14% of the respondents belongs to Others.

**Consumer Satisfaction towards Royal Enfield Bikes with
Special Reference to Royal Enfield (Pratap Automobiles)**

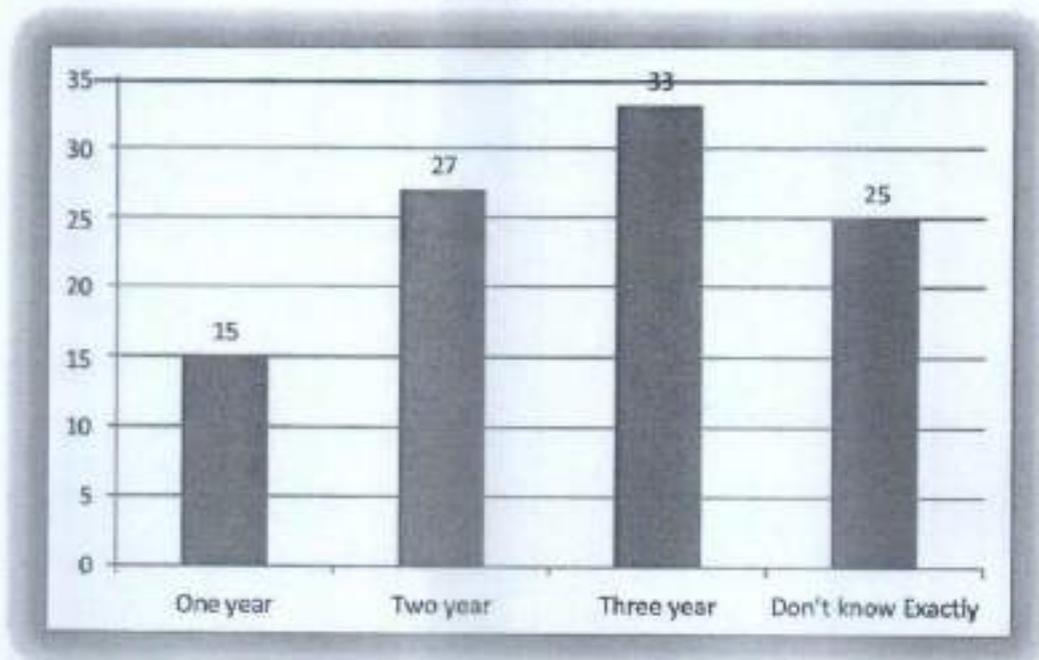
Table No: 4.13

**Table shows from past how many years did respondents know about Royal
Enfield Company**

Particular	No of Respondents	Percentage
One year	7	15
Two year	14	27
Three year	17	33
Don't know Exactly	12	25
Total	50	100%

Source: Field Survey

Chart No: 4.13



Interpretation

The above table and chart states that, 15% of respondents know about Royal Enfield Company from One year, 27% of respondents belongs to Two years 33% of respondents belongs to Three years and 25% of respondents belongs to Don't know exactly.

**Consumer Satisfaction towards Royal Enfield Bikes with
Special Reference to Royal Enfield (Pratap Automobiles)**

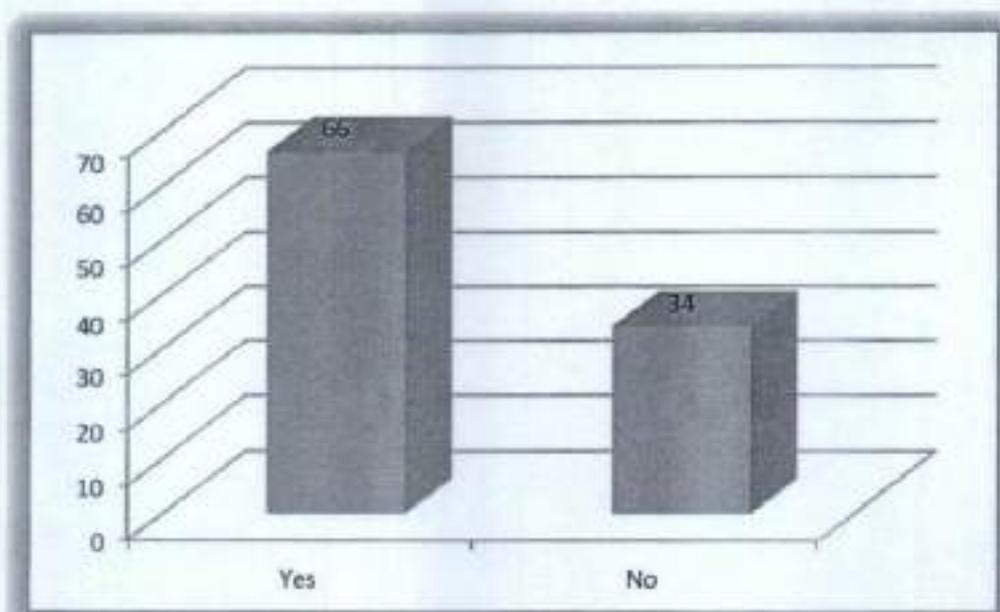
Table No: 4.14

Table shows plan to buy Royal Enfield Bike in future

Marital Status	No of Respondents	Percentage
Yes	33	66
No	17	34
Total	50	100%

Source: Field Survey

Chart No: 4.14



Interpretation

The above table and chart states that, 66% of respondents are having planned to buy the Royal Enfield bike in future and 34% of respondents are not having planned to buy the Royal Enfield bike in future.

**Consumer Satisfaction towards Royal Enfield Bikes with
Special Reference to Royal Enfield (Pratap Automobiles)**

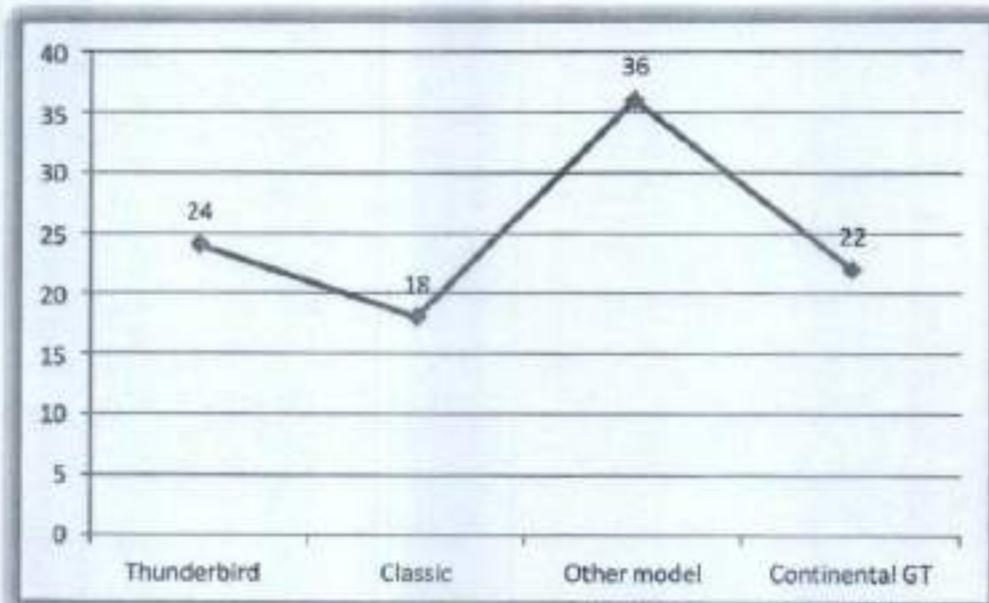
Table No: 4.15

Table shows Respondent's preferred Model

Particular	No of Respondents	Percentage
Thunderbird	12	24
Classic	9	18
Other model	18	36
Continental GT	11	22
Total	50	100%

Source: Field Survey

Chart No: 4.15



Interpretation

The above table and chart states that 24% of respondents are prefer Thunderbird, 18% of respondents are prefers classic bike, 36% of respondents are prefers other model and 22% of respondent are prefer Continental GT Bike.

**Consumer Satisfaction towards Royal Enfield Bikes with
Special Reference to Royal Enfield (Pratap Automobiles)**

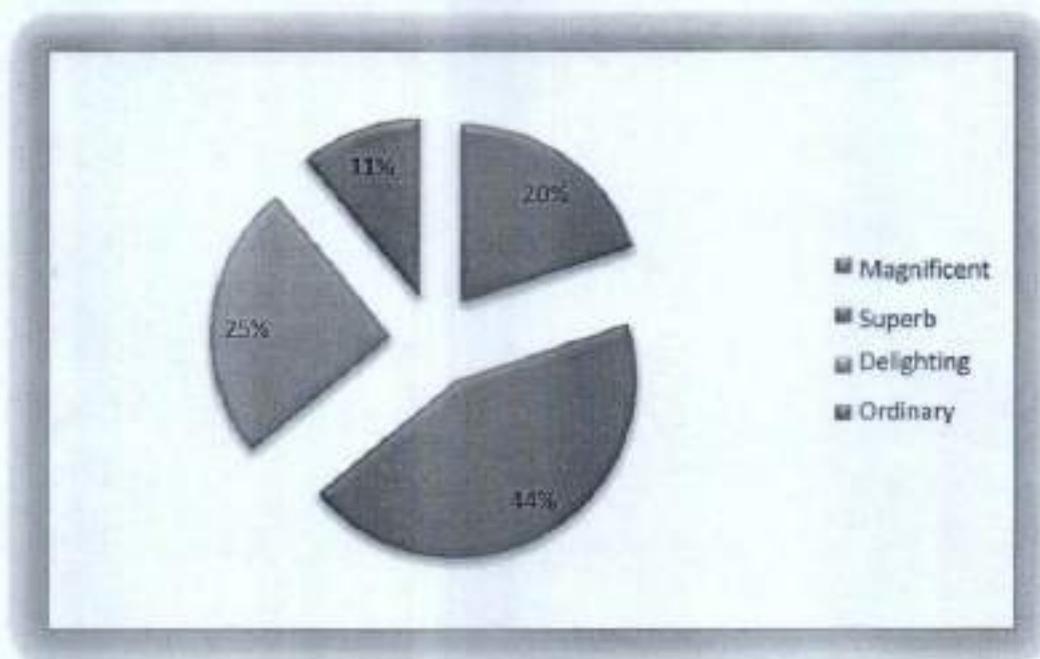
Table No: 4.16

Respondent' think about Royal Enfield bike Technology

Particular	No of Respondents	Percentage
Magnificent	10	20
Superb	22	44
Delighting	13	25
Ordinary	5	11
Total	50	100%

Source: Field Survey

Chart No: 4.16



Interpretation

The above table and chart states that, 20% of the respondents belongs to Magnificent, 44% of the respondents think that Royal Enfield bike technology is Superb, 25% of the respondents belongs to Delighting and 11% of the respondents belongs to Ordinary.

**Consumer Satisfaction towards Royal Enfield Bikes with
Special Reference to Royal Enfield (Pratap Automobiles)**

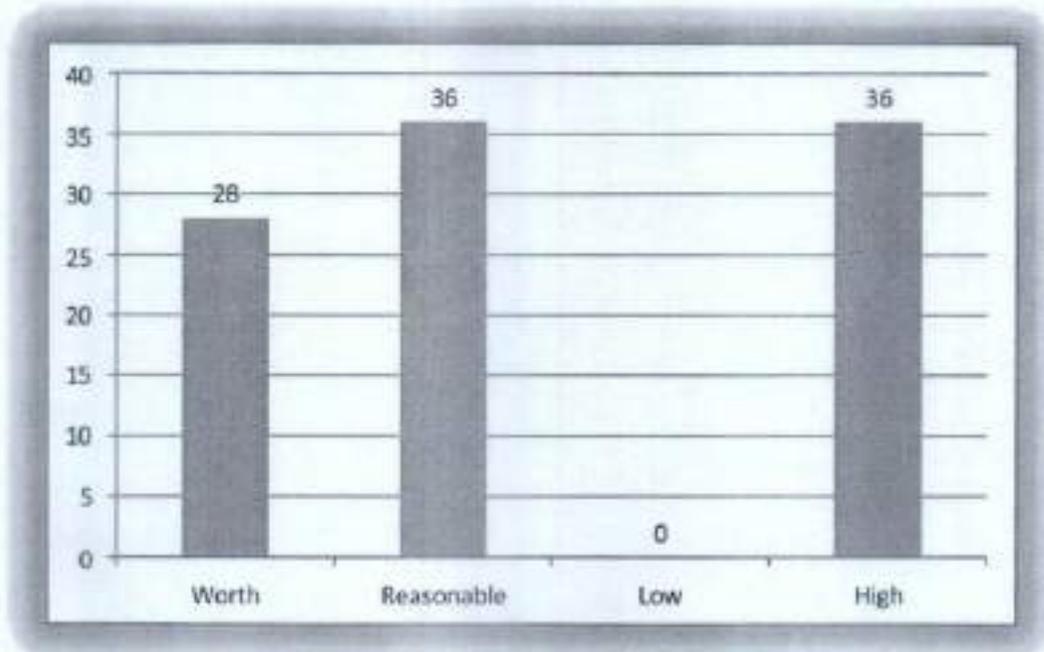
Table No: 4.17

Respondent's opinions about the price of Royal Enfield Bike

Particular	No of Respondents	Percentage
Worth	14	28
Reasonable	18	36
Low	0	0
High	18	36
Total	50	100%

Source: Field Survey

Chart No: 4.17



Interpretation

The above table and chart states that 28% of respondents belongs to Worth, 36% of respondents opinions that the Price of Royal Enfield bike is reasonable and 36% of respondents belongs to High.

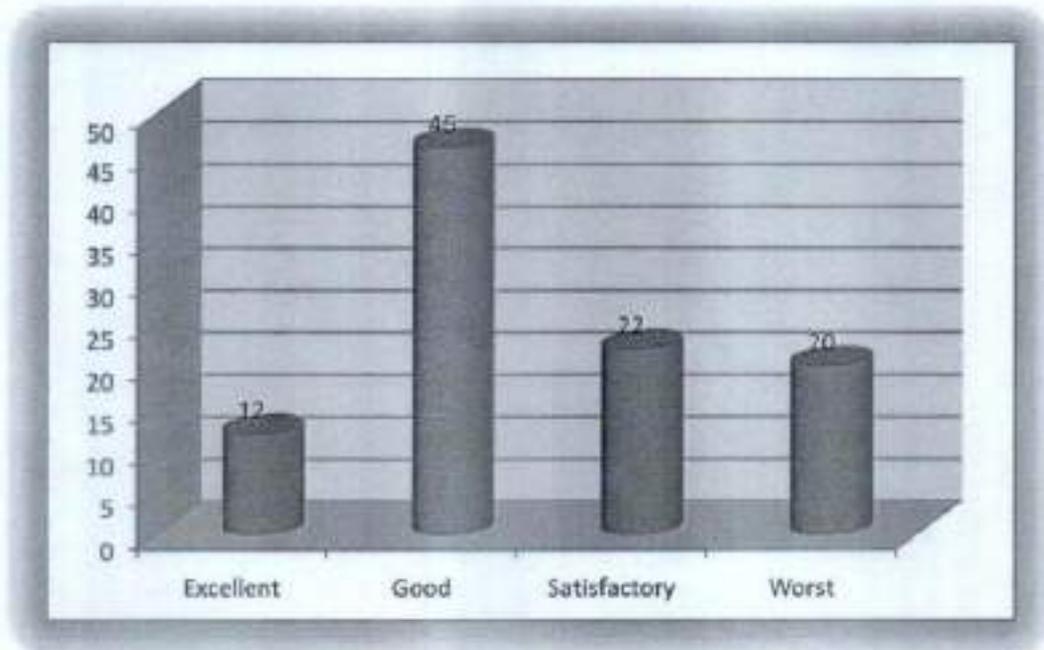
**Consumer Satisfaction towards Royal Enfield Bikes with
Special Reference to Royal Enfield (Pratap Automobiles)**

Table No: 4.18

Respondent's think about Royal Enfield pickup

Particular	No of Respondents	Percentage
Excellent	6	12
Good	23	46
Satisfactory	11	22
Worst	10	20
Total	50	100%

Chart No: 4.18



Interpretation

The above table and chart states that, 12% of respondents opinion that the Royal Enfield Bike pickup is Excellent, 46% of respondents' opinions that the Royal Enfield bike pickup is Good, 22 % of respondents belongs to satisfactory and 20% of respondents belongs to Worst.

Consumer Satisfaction towards Royal Enfield Bikes with
Special Reference to Royal Enfield (Pratap Automobiles)

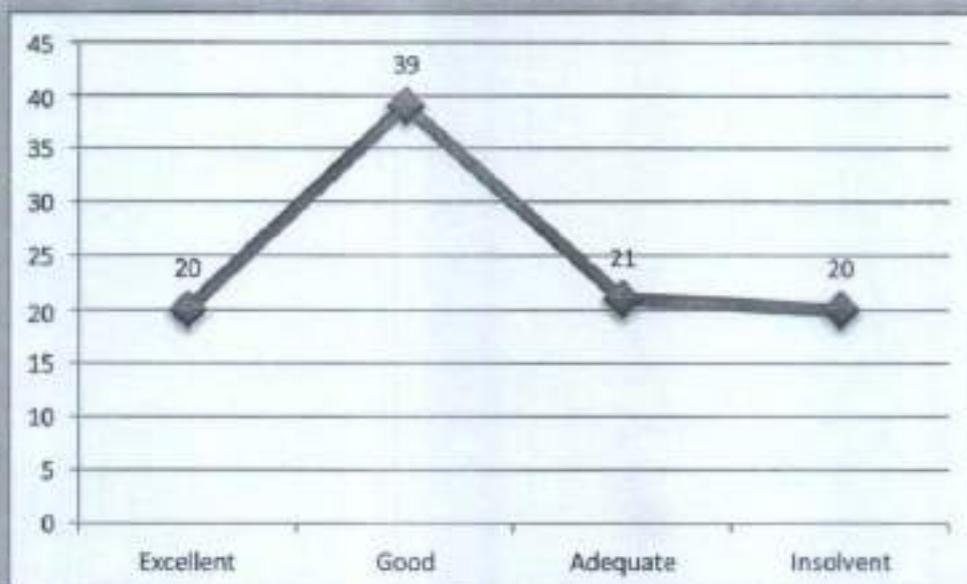
Table No: 4.19

Respondent's think about Royal Enfield Bikes Road grip

Particular	No of Respondents	Percentage
Excellent	10	20
Good	19	39
Adequate	11	21
Insolvent	10	20
Total	50	100%

Source: Field Survey

Chart No: 4.19



Interpretation

The above table and chart states that, 20% of respondents belongs to Excellent, 39% of respondents opinions that the Royal Enfield Bike road grip is Good, 21% of respondents belongs to adequate and 20% of respondents belongs to Insolvent.

**Consumer Satisfaction towards Royal Enfield Bikes with
Special Reference to Royal Enfield (Pratap Automobiles)**

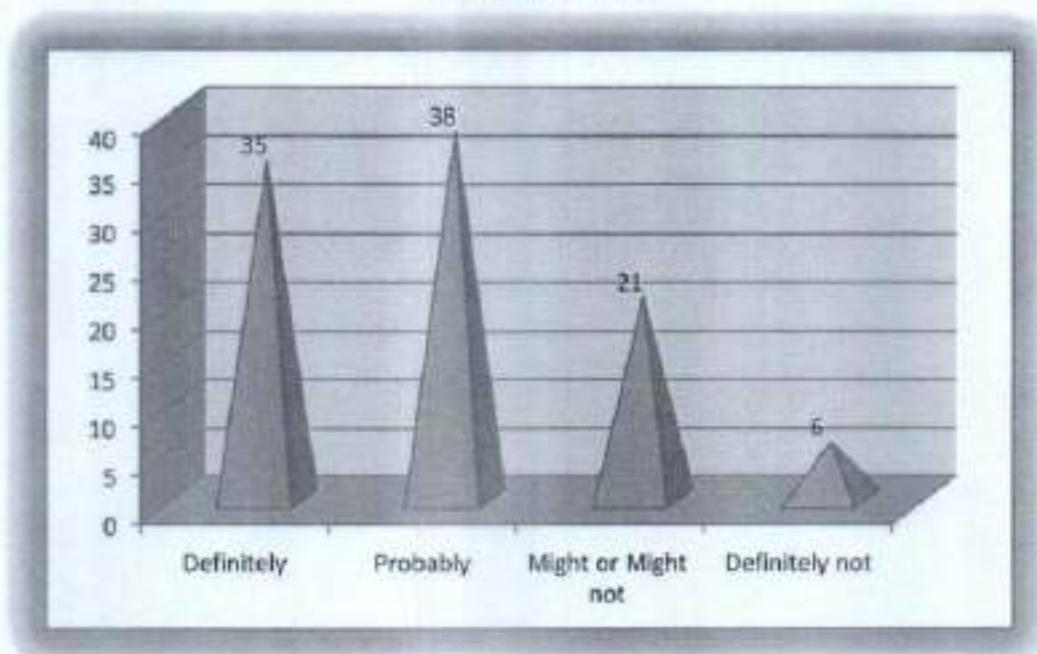
Table No: 4.20

recommend buying Royal Enfield Bike to others

Particular	No of Respondents	Percentage
Definitely	17	35
Probably	19	38
Might or Might not	11	21
Definitely not	3	6
Total	50	100%

Source: Field Survey

Chart No: 4.20



Interpretation

The above table and chart states that, 35% of respondents ready to recommend Royal Enfield bikes to others, 38% of respondents belongs to probably and 21% of respondents belongs to might or might not and 6% of respondents belongs to definitely not.

Chapter- 5

Findings, Suggestions And Conclusions

Findings

Suggestions

Conclusion

Findings, Suggestions And Conclusions

Findings

- Majority of the respondents are Male.
- Majority of the respondents are unmarried
- Majority of the respondents are in the age group of Below 20.
- Majority of the respondents Educational qualification Belongs to Graduation.
- Majority of the respondents are students.
- Majority of the respondents monthly income is belong to less than Rs. 10,000 per month
- Majority of the respondents are own two wheeler bike.
- Majority of the respondents are having Royal Enfield Bike.
- Majority of the respondents are aware of Royal Enfield Bike.
- Majority of the respondents are Having Royal Enfield Bullet.
- Majority of the respondents are come to know Royal Enfield through Friends & Relatives.
- Majority of the respondents come to know about Royal Enfield through Television Media.
- Majority of the respondents know about Royal Enfield Company from Three years.
- Majority of the respondents are having planned to buy the Royal Enfield bike in future.
- Majority of the respondents are prefer Continental GT Bike.
- Majority of the respondents think that Royal Enfield bike technology is Superb
- Majority of the respondents opinions that the Price of Royal Enfield bike is High.
- Majority of the respondents opinions that the Royal Enfield bike pickup is Good.

**Consumer Satisfaction towards Royal Enfield Bikes with
Special Reference to Royal Enfield (Pratap Automobiles)**

- Majority of the respondents opinions that the Royal Enfield Bike road grip is Good.
- Majority of the respondents ready to recommend Royal Enfield bikes to others,.

Suggestions

- ✓ The price of Royal Enfield is very high when compared to competition. The company has will established can provide some gifts and discounts to the customers.
- ✓ The dealer is also required to provide discount on cash purchase.
- ✓ The company also tries to give certain offers to the dealer so as improve his efficiency in the selling the Royal Enfield products which other company also give to their dealer.
- ✓ As television as the common media for advertising frequent advertisement must be shown in local city cable.
- ✓ As the dealer has arranged the neon bulbs for advertising in the showroom in the same way.
- ✓ The company should provide the warranty for some parts like clutch plates mark.
- ✓ The dealer is promotional strategy should provide test rides in colleges and after some special gifts like diaries pens, bags etc.
- ✓ The dealer is required to maintain all colors of Royal Enfield Sport at all time & it is available to customer at right him.
- ✓ Give more advertisement in Shimoga City.
- ✓ To come with different color of the bikes with new modes.
- ✓ Royal Enfield Company should take of resale value of bike. Resale value is high compare to other bikes.
- ✓ All spares, accessories should be available at the service stations on proper time.
- ✓ To improve the design for wheels for a better road with and safety driving.

**Consumer Satisfaction towards Royal Enfield Bikes with
Special Reference to Royal Enfield (Pratap Automobiles)**

Suggest towards product:

- New age styling for a stunning look.
- The new Royal Enfield exhibits international styling at its best. A part from a classy double tail lamp and masculine fuel tank.
- Mono suspensions for better stability and comfort.
- Body getting graphics and Sporty along wheels.

Conclusion

A variety of two wheelers have entered into the two wheeler market. This has increased the competition. Because of competition Sales of two wheelers might have decreased. Therefore, the Enfield Company has to keep in mind the latest competition prevailing in the market while fixing the price of its two wheelers particularly Royal Enfield Bike.

Because of Royal Enfield Company believes in excellence in the technology it has achieved more than one million customer satisfaction within part of the years from its launch. No other India two wheeler company has achieved its progress within short period.

As per the market research carried out by Enfield Company it is found that it is the number one company in two wheeler segment. By considering all the findings of it is hope that the company & dealer will sing a sweet song of profit's in future years.

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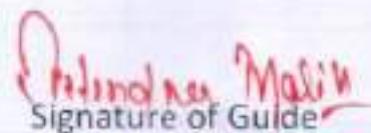
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ATTENDANCE SHEET

Topic - " A project Report on Study of Customer Satisfaction towards bikes of Royal Enfield , Pattamundai ."

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Signature of Guide