

## A Study on Customer Satisfaction towards Post Sales Service of Royal Enfield in Hubli – Dharwad City

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### **Abstract:**

Business always starts and closes with customers and they must be treated as the King. All the business improvement, profit, position, etc related to an organization depends on customer. Hence it is very crucial for every organization to meet all the customers' expectancy and identify whether they are satisfied or not. Customer satisfaction is the measure of how the needs and responses are integrated and delivered to surpass expectations of the customer. It can only be achieved if the customer and supplier relationship is good enough. In today's competitive business marketplace, customer satisfaction is an important performance player and basic differentiator of business strategies. Hence, the more is the bonding with customer, more is the business and better customer satisfaction. The overall essence of impression by the customers about supplier is all about ascertaining repeated customer satisfaction. This conviction which a customer makes about the supplier is sum total of all the process he goes through, right from divulging a supplier before marketing of the product to post-delivery choices and services and solving queries post-delivery. There are various departments and type of strategies that the customer has to come across during this process that are involved in the organization. This helps the customer to make strong opinion about the supplier which finally results in satisfaction or dissatisfaction. The satisfaction level also indicates the sentimental attachment of the customer with the product of specific brand and the supplier. This makes the bond between the supplier and the customer very much stronger. The chance of disloyalty are very less as the customer will be tied to the supplier. Hence customer satisfaction is indeed a very important prospect that every supplier should emphasize on to establish a renowned position in the global market and escalate business and profit. Post-Sales Service activities are those activities which emerge after the purchase of the product which is dedicated towards potential customers for the maintenance of the product. It plays a very crucial source of yield, revenue and driving advantage in manufacturing industries. Post sales service is focused towards technical assistance, spare parts distribution and customer care which is directed for successful and comprehensive post-sales-offer. Post-Sales Service strategy emphasises on the

overall business performance the competitive advantage that has been identified as a business network process. An attempt is made in this paper to understand the customer satisfaction towards post sales of royal Enfield in Hubli Dharwad city. The objective of the study helps to know the level of satisfaction of the customers towards royal Enfield based on various parameters and quality of post sales service that royal Enfield is providing to its customers before pandemic and during pandemic situation. The study is based upon primary data which was collected by structured questionnaire and secondary data was collected from Websites, Journals and Articles.

*Keywords: Customer satisfaction, Post sales service, business strategies, integrated efforts, post-delivery.*

## **Introduction**

All those companies and activities involved in the manufacture of motor vehicles, including most components, such as engines and bodies, but excluding tires, batteries, and fuel. The industry's principal products are passenger automobiles and light trucks, including pickups, vans, and sport utility vehicles. Commercial vehicles (i.e., delivery trucks and large transport trucks, often called semis), though important to the industry, are secondary. The history of the automobile industry, though brief compared with that of many other industries, has exceptional interest because of its effects on 20th-century history.

The continuous boom in demand and which is resulting in growing production and sales volume of Indian Two-Wheeler Market has been perceived. The manufacturing of vehicles owes a lot to the launching of new attractive models at affordable prices, design innovations made from youth's perspective and latest technology has been utilized. There is a subsequent increase in sale of two-wheeler products. Customer satisfaction is a variety of situations and connected to both goods and services which can be experienced. It is a customer expectations that is highly affected by personal assessment. Both contact with the organization and personal outcomes of the satisfaction also is based on the customer's experience. The product or service differs the customer satisfaction depending on the situation. A product or service, an experience, a purchase decision, a salesperson, store, service provider, or an attribute or any of these customer may be satisfied. While targeting new customers organizations need to retain existing customers. How successful the organization is at providing products and/or services to the marketplace provides an indication of measuring customer satisfaction. Customer satisfaction is an abstract concept that will vary from person to person and product to product or service. The return and recommend rate of satisfaction depends on a number of both psychological and physical variables that correlate with satisfaction behaviours.

Post sales service refers to various processes which make sure customers are satisfied with the products and services of the organization. The needs and demands of the customers must be fulfilled for them to spread a positive word of mouth. In the current scenario, positive word of mouth plays an important role in promoting brands and products. Getting a new customer is difficult, than retaining a current customer is a more difficult one and not only that it is estimated that the cost of attracting a new customer is five times the cost of retaining current customer. It requires a great deal of effort to induce satisfied customer to switch away from their current preference.

## Literature review

**Saillaja .V (2013)** in their study, it indicates that Indian Two-Wheeler Industry is the largest in the world as far as the volume of production and sales are concerned. India is the biggest two-wheeler market on this planet, registering an overall growth rate of 9.5 percent between 2006 and 2014. The 'Make in India' campaign of the Government of India is also going to attract more foreign investment into Indian Two-Wheeler Industry creating further growth opportunities in the coming years.

**Dr. M Shivalingegowda & Girisha M C (2013)** in their research article on customer attitude it says Marketing is a process which starts with customer and ends with customer. The customer has become the main focus and all the marketing strategies revolve around him. Previously the manufacturer used to make a product and they sold it to the customer without any importance to after sales-service. But the market has totally changed now the services are designed and provided based on the customer needs.

**Vu Minh Ngo (2015)** in this study on measuring customer satisfaction it says customer satisfaction has attracted serious research attention in the recent past and it also says how to measure the level of customer satisfaction, and classify research articles according to their approaches and methodologies and also tries to supply some insights about the state of measuring customer satisfaction in Vietnam. The main objective is to provide a conceptual basic to understand existing methodologies used for measuring customer satisfaction. This is also helpful for gain basic conceptual ideas of the methodologies used for measuring customer satisfaction and also the criteria which make customer satisfaction measurements more likely as a driver of financial performance when they are satisfied.

**Balakrishna swarna & Dr. Krishna banana (2018)** in this study, it says that the motorized two wheelers are seen as a symbol of status by the populace based on that consumer purchase of two-wheelers. In this process customer satisfaction is a strategic goal of any organization, it plays a crucial and critical role as it deals with customers and their needs. The research is analysed for the satisfaction level of customers on different brand users of two-wheeler motorcycles viz., Hero, Honda, Bajaj, TVS, Yamaha, Suzuki, and Royal Enfield. It indicates that the two-wheelers are well known for their designs and performance. The satisfaction is high towards all other factors except the availability and introduction of new brands. The study is proposed to analyse the respondent's satisfaction levels towards two-wheelers with the consideration of various socio-economic factors in the area of Prakasam district, Andhra Pradesh.

**Suchánek petr, králová maria. (2015)** in this article on effect on customer satisfaction on company performance says that customer satisfaction and its impact on company performance through satisfaction with its products, including a comparison with the competition. Research was conducted in search of factors which affect customer satisfaction on the one hand and the performance of the company on the other hand. The article was based on research that had its focus on companies in the food industry in Czech Republic and on their customers. They found the financial performance of surveyed companies and on that basis they have divided if the companies is efficient and inefficient. With the use of various techniques like non-parametric statistical methods, logistic regression and discriminant analysis were analysed, what all factors were affecting customer satisfaction also affect the business performance.

**Christopher M. Durugbo**, in the article of After-sales services and aftermarket support it says that these are significant revenue streams for companies. After-sales services are activities during warranty periods that include field technical assistance, spare parts distribution, customer care, and accessories sale. It involve secondary market transactions for additional products and product recovery processes. An

awareness of the potentials of both concepts is obvious by the large body of production and operations management publications that investigate the aspect of both academia and practitioners. It examines the research clusters, investigated industry sectors, research methodologies, theories and contributions of studies. Using insights from the review process, the article also proposes theoretical foundations, sets a research agenda, and identifies optimizing problems for future.

**Muzammil Hanif , Sehrish Hafeez, Adnan Riaz (2010)** here this research study is done on factors affecting customer satisfaction. It is worth in order to know the factors which are responsible to create satisfaction among customers. Customer satisfaction is established when brand fulfils the needs and desires. Here in this it was studied that, the subscribers of telecom sector or the mobile service providers like Ufone, Mobilink, Telenor etc operating in Pakistan were targeted as the population while Price Fairness and customer services were the taken as predicting variables towards customer satisfaction. From the results it was found that both the factors significantly contribute to customer satisfaction but comparatively price fairness had the larger impact on customer satisfaction than customer services.

### **Objectives of the Present study:**

- 1) To understand customer profile of Royal Enfield.
- 2) To study customer satisfaction of royal Enfield based on various parameters.
- 3) To analyze customer satisfaction towards after sales service of Royal Enfield.

### **Scope of study:**

The scope of study is limited to Existing customers of Royal Enfield in Hubli-Dharwad city. This study helps in understanding customer satisfaction towards post sale services. The study can be extended to various geographical area to get a better understanding about the customer satisfaction of after sales services provided by Royal Enfield in that area. This might help the management to improve the after sales service and escalate sales of its various products in that particular region.

### **Need and importance of the study:**

To improve customer satisfaction a business ideally is seeking feedback continually. "Consumer purchase intentions and loyalty provides a leading indicator of Customer satisfaction." The data collected are among the most frequently collected indicators of market perceptions for customer satisfaction. The principal used is matched Within organizations, the collection, analysis and dissemination of the data is sent about the importance of tending to customers and ensuring that they have a positive experience with the company's goods and services. The best indicator of how likely the firm's customers will make further purchases in the future perhaps the satisfaction can be determined. In the present days Customer Satisfaction is the buzzword used by the business people for the success of organization. To retain the customers for longer period due to increase in competition in every product –line it becomes difficult for the companies to retain the customers for longer period, so the marketer has to do only one thing i.e. —Satisfy the Customers.

### **Limitations of the present study:**

The study is limited to the customers of Hubli – Dharwad city only and hence the findings cannot be considered to other demographic. The sample size being limited to 100 might not be enough to have overall clear picture on customer satisfaction towards post sales service of Royal Enfield in that area.

**Statement of the Problem:**

Post sales service refers to various processes which make sure customers are satisfied with the products and services of the organization. The need and demands of the customers must be fulfilled by the company for a positive feedback. In this scenario, the post sales service provided by Royal Enfield should be satisfactory so that customers get a good post sales experience and spread a positive feedback that could help Royal Enfield to retain its customers.

**Research methodology:**

A research method is a systematic plan for conducting research. Sociologists draw on a variety of both qualitative and quantitative research methods, including experiments, survey research, participant observation, and secondary data. Quantitative methods aim to classify features, count them, and create statistical models to test hypotheses and explain observations. Qualitative methods aim for a complete, detailed description of observations, including the context of events and circumstances.

**Type of Research:** Descriptive type of research was used for this study.

**Type of Data:** Both Primary and Secondary data are used for the purpose of research

**Population:** The study is limited to the potential customers of Royal Enfield in Hubli – Dharwad city.

**Sample size:** Sample size of this study is limited to 100 respondents.

**Sampling method:** Non-probabilistic convenience sampling method was used for the study.

**Data collection method:** Primary data: Primary data was collected with structured questionnaire in Google forms of 100 respondents.

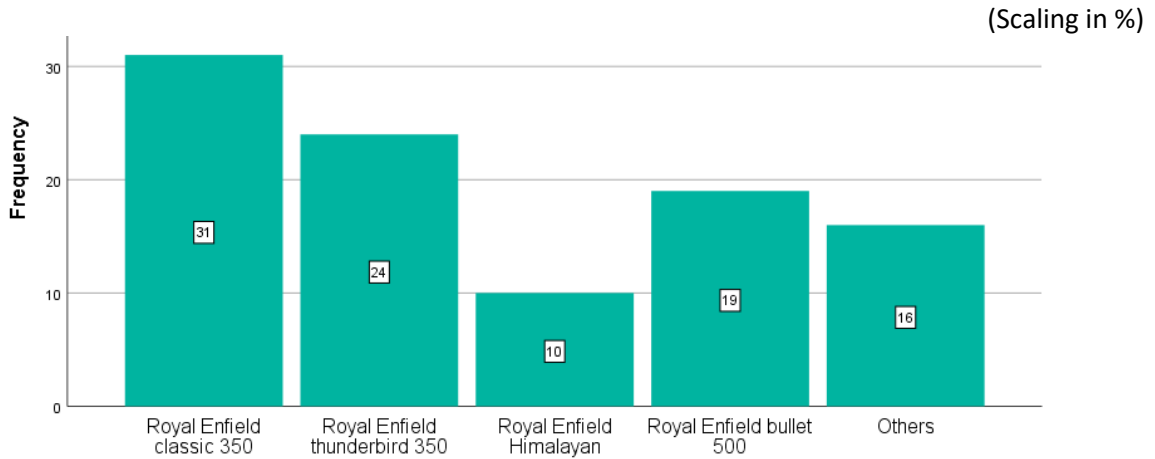
Secondary data: Secondary data were collected from various books, websites, previous year reports, pamphlets and brochures.

**Data analysis tool: SPSS:** *Statistical Package for the Social Sciences*  
Data is analysed with the help of SPSS

**Duration of the study:** Two months is the time duration for study

**Data Analysis and Interpretation:**

**1. Which of the following model of Royal Enfield bike do you own?**

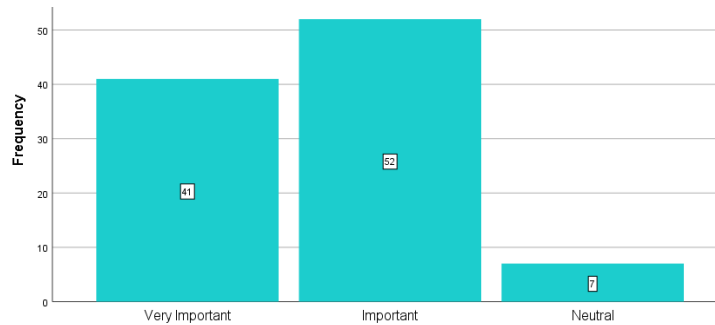


**Interpretation:** - From the above Graph: -1, it is observed that out of 100 respondents most of the respondents purchased Royal Enfield classic 350 and Royal Enfield thnderbird 350, the rest of the respondents have purchased various other bikes of Royal Enfield. Thus it is interpreted that Royal Enfield classic 350 and Royal Enfield thunderbird 350 are the most purchased bikes of Royal Enfield.

**2. Rate the importance of the following parameters while selecting royal Enfield bike.**

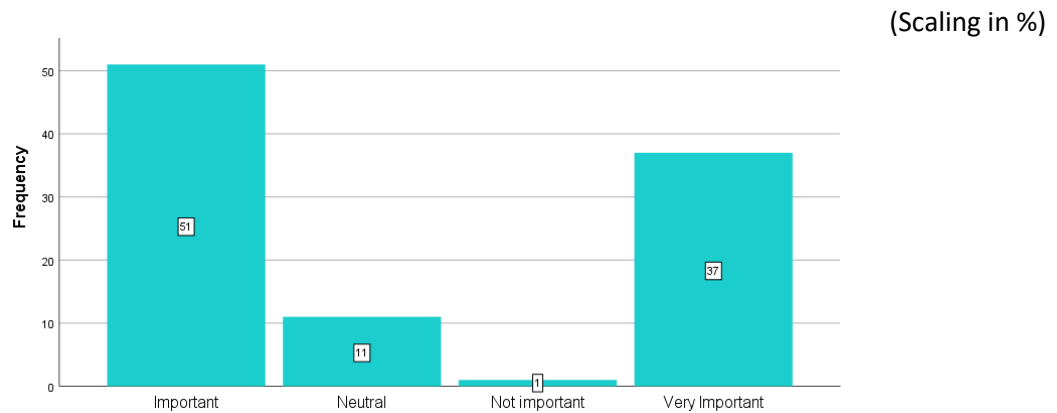
**2a. [Aesthetics]**

(Scaling in %)



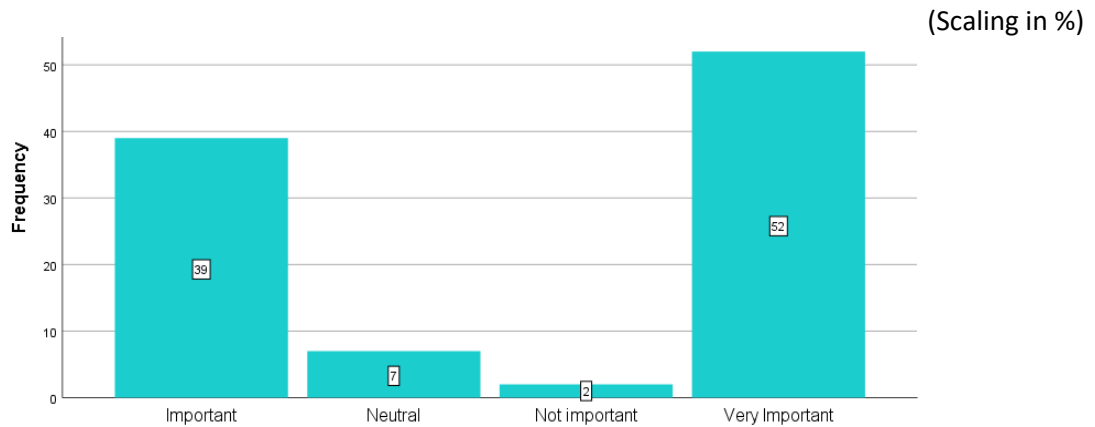
**Interpretation:** - From the above Graph: - 2a, it is observed that out of 100 respondents more than 90% of the respondents have selected Royal Enfield bike because of its appealing customer satisfaction and the remaining percentage of the respondents did not feel aestheticustomer satisfaction that appealing. Thus it is interpreted that customer satisfaction is an important factor while selecting Royal Enfield bike.

## 2b. [Price]



**Interpretation:** - From the above Graph:- 2b, it is observed that out of 100 respondents almost 90% of the respondents look into the pricing of the bike before selecting it. Thus it is interpreted that pricing of the product is an important aspect that is considered by most of the customers before making purchase.

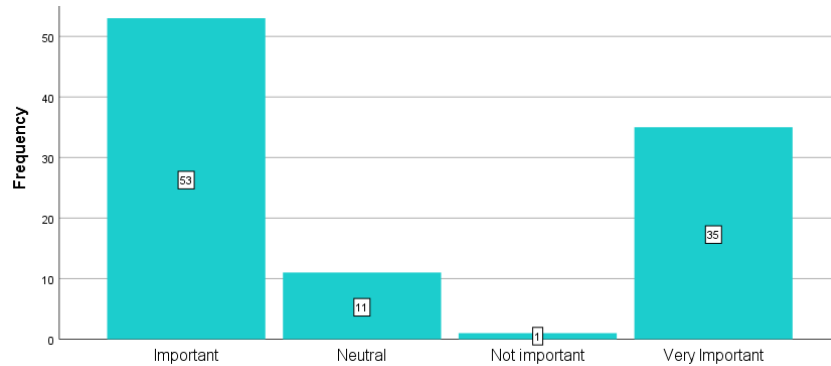
## 2c. [After sale service]



**Interpretation:** - From the above Graph: - 2c, it is observed that out of 100 respondents 90% of the respondents found Royal Enfield has availability of good after sales service while remaining respondents did not consider after sales service as an important criteria for selecting Royal Enfield. Thus it is interpreted that availability of good after sales service is an important criteria for any product to be purchased.

## 2d. [Dealership experience]

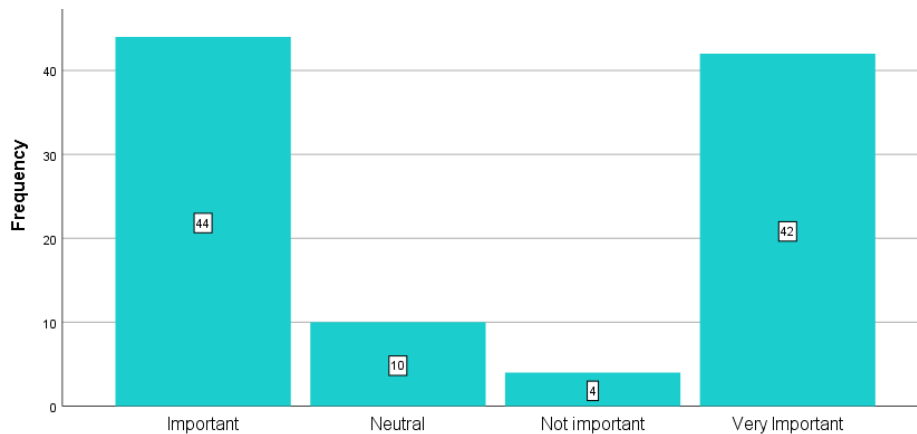
(Scaling in %)



**Interpretation:** - From the above Graph: - 2d, it is observed that out of 100 respondents 12% of the respondents did not give importance to the dealership experience while selecting Royal Enfield bike. Thus it is interpreted that most of the customers also look into the dealership experience while purchasing the product .

## 2e. [Resale value]

(Scaling in %)

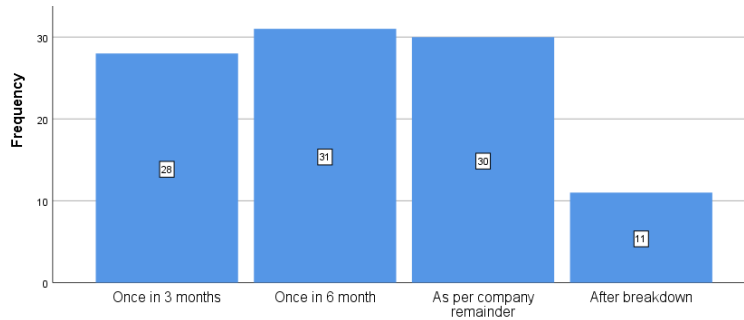


**Interpretation:** - From the above Graph: - 2e, it is observed that out of 100 respondents the resale value of the bike is given importance by more than 80% percent of the respondents and remaining respondents did not give importance to the resale value while selecting Royal Enfield bike. Thus it is interpreted that before purchasing any product the customer looks at its resale value for his future benefits.



### 3. How often do you get your bike serviced?

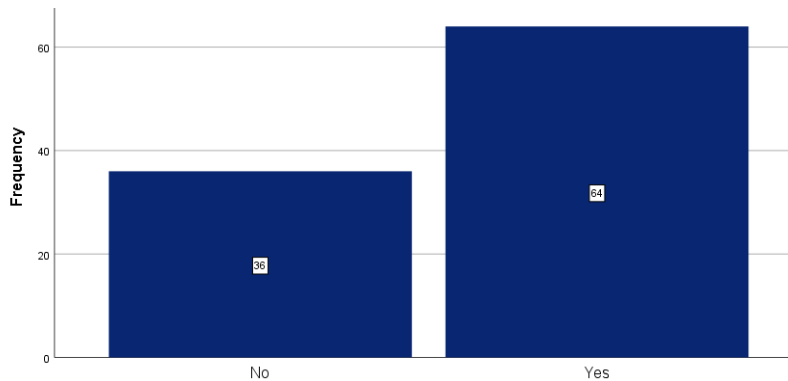
(Scaling in %)



**Interpretation:** - From the above Graph: - 3, it is observed that out of 100 respondents 11% of the respondents do not service their bike until the bike reaches breakdown conditions. Thus it is interpreted that most of the customers get their products regularly serviced.

### 4. Do you get service reminders from company regularly?

(Scaling in %)

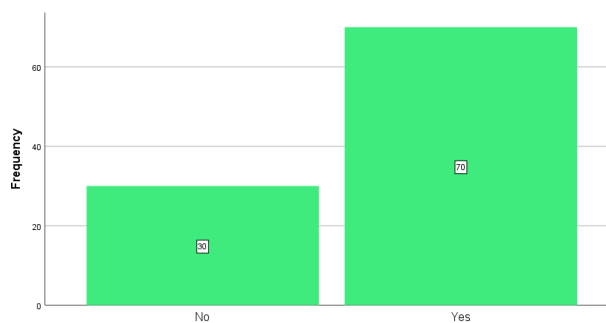


**Interpretation:** - From the above Graph:- 4, it is observed that out of 100 respondents more than 60% of the respondents get reminders for their bike service from the company.

Thus it is interpreted that the customers are notified to get their products serviced from the company .

### 5. Did you avail free maintenance service from the company?

(Scaling in %)

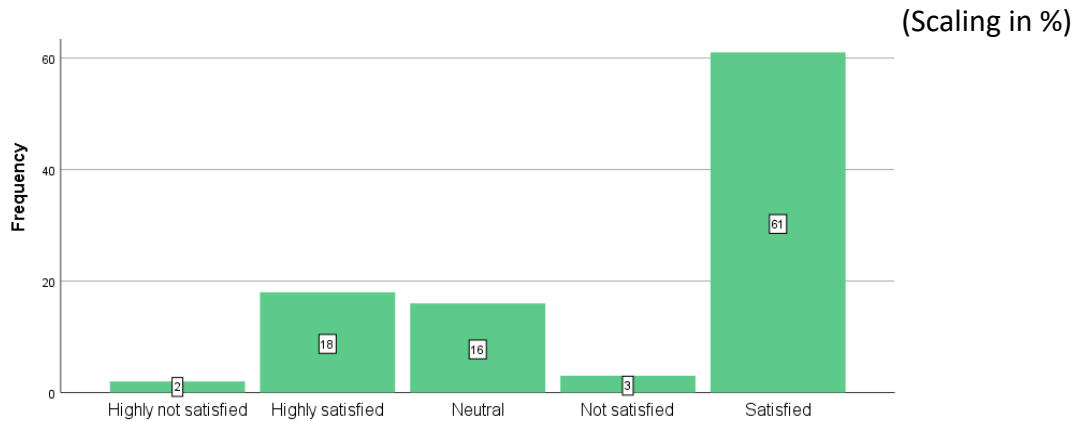


**Interpretation:** - From the above Graph: - 5, it is observed that out of 100 respondents only 70% of the respondents have availed free maintenance service from the company.

Thus it is interpreted that customers look for more free maintenance services provided by the company.

**6. Rate your satisfaction level on the basis of the service parameters**

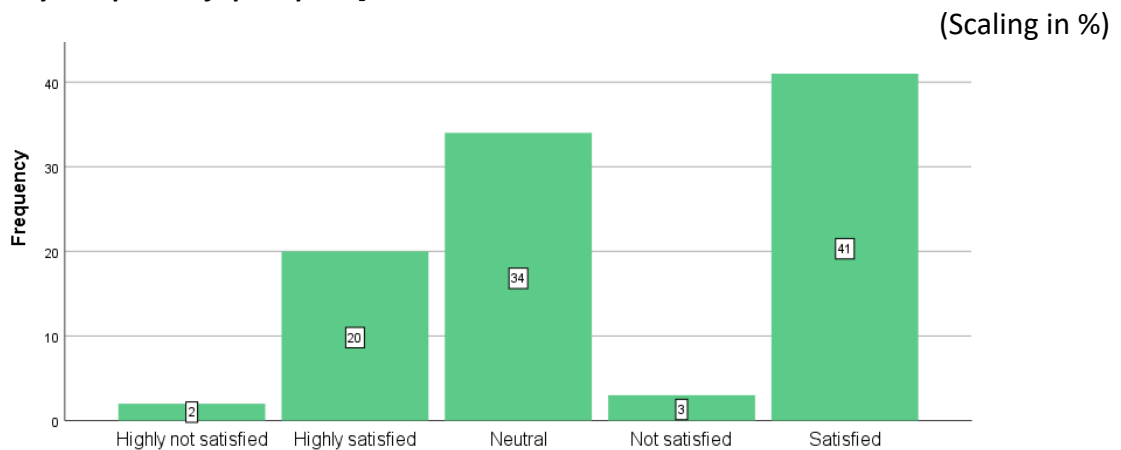
**6a. [problem solving skills]**



**Interpretation:** - From the above Graph: -6a, it is observed that out of 100 respondents almost 70% of the respondents are satisfied with the problem solving skills of the labour where as for the remaining percentage of respondents the problem solving skills did not reach their satisfaction level..

Thus it is interpreted that the problem solving skills of the labour is an important criteria for measuring the customer satisfaction level.

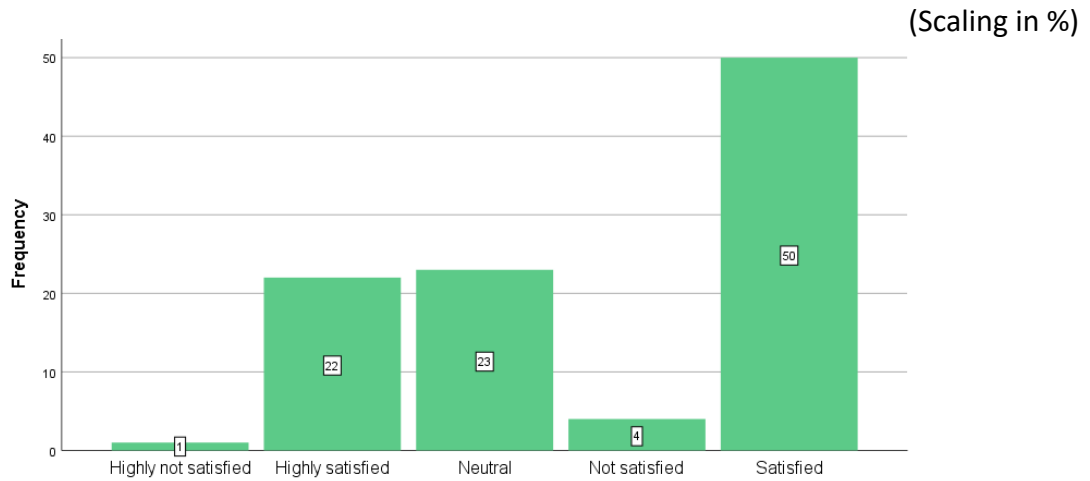
**6b. [Availability and prices of spare parts]**



**Interpretation:** - From the above Graph: - 6b, it is observed that out of 100 respondents 5% of the respondents are not satisfied with the availability and pricing of the spare parts during service.

Thus it is interpreted that the spare parts should be available and affordable to all the customers.

**6c. [Vehicle delivery time]**



**Interpretation:** - From the above Graph: - 6c, it is observed that out of 100 respondents almost 30% of the respondents are not satisfied with the vehicle delivery time during service.

Thus it is interpreted that the delivering of the product as per the scheduled time is most important to any company.

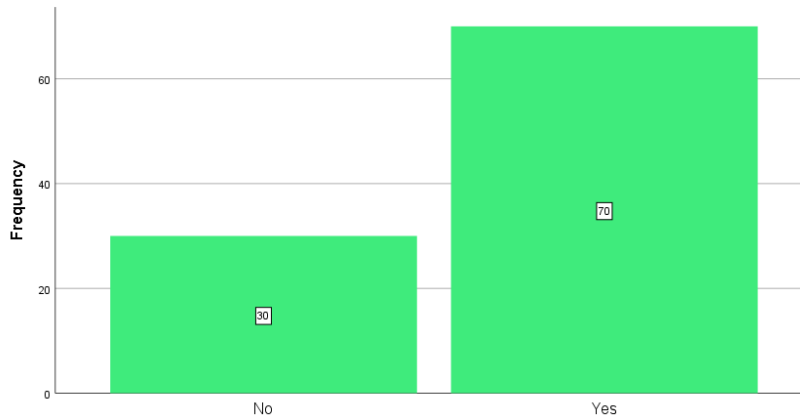
**6d [Availability of discount]**



**Interpretation:** - From the above Graph: - 6d, it is observed that out of 100 respondents almost 35% of the respondents are not satisfied with the discounts that are available during servicing of the bike. Thus it is interpreted that customers also look at the availability of the discounts during servicing their products.

**7. Did you avail free maintenance service from the company?**

(Scaling in %)

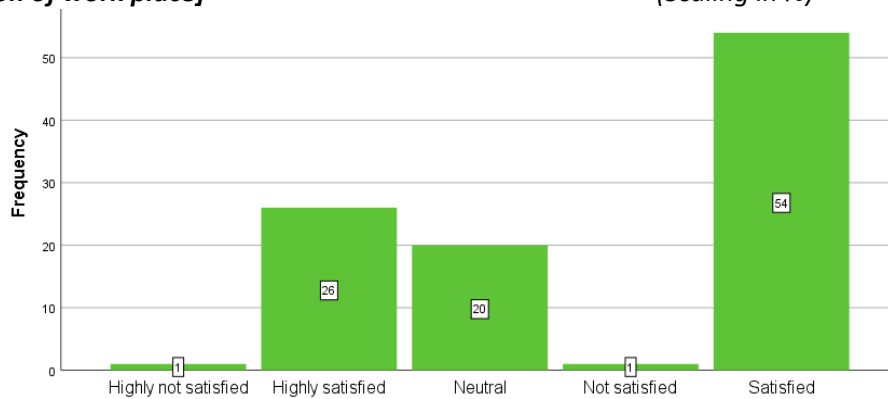


**Interpretation:** - From the above Graph: - 7, it is observed that out of 100 respondents only 70% of the respondents have availed free maintenance service from the company. Thus it is interpreted that customers look for more free maintenance services provided by the company.

**8. How did you find the following after sales service parameters during the covid-19 pandemic?**

**8a. [Sanitisation of work place]**

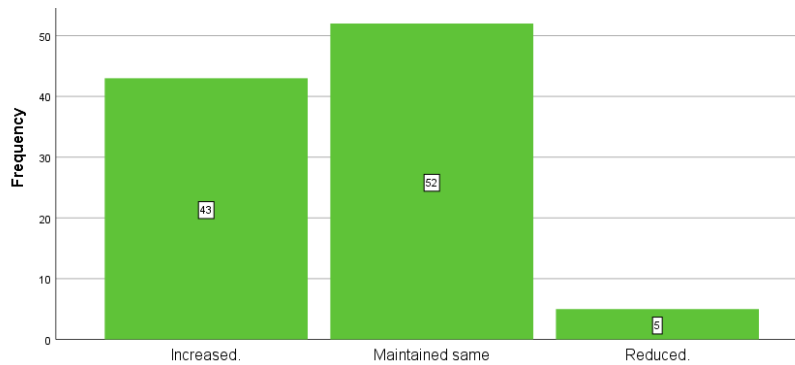
(Scaling in %)



**Interpretation:** - From the above Graph: - 8a, it is observed that out of 100 respondents 80% of the respondents feel satisfied with the sanitized work station. Thus it is interpreted that the sanitisation of the service station during covid-19 pandemic situation most important.

### 8b. Service price compared to regular days

(Scaling in %)



**Interpretation:** - From the above Graph: - 8b, it is observed that out of 100 respondents more than 50% of the respondents feel the price of the service has been maintained same and few other respondents feel the price has been increased.

Thus it is interpreted that the service price should not vary highly in any situation.

#### Major findings:

1. From the analysis it is found that majority of the customers of Royal Enfield are college going students. These customers have chosen Royal Enfield based on their individual preferences.
2. Most of the respondents get their bike serviced at different times, some get their bike serviced once in 3 months, some get it done once in 6 months, some get it done when they get a reminder from the company and some get their bike service only after the bike reaches breakdown condition.
3. From the analysis we could say not all the respondents get a service reminder from the company. And most of them have availed free maintenance service from the company.
4. By various service parameters of Royal Enfield it can be said that not all the respondents are satisfied with the various parameters like staff response, problem solving skills, availability and pricing spare parts, vehicle delivery time, waiting room ambience and many more.
5. From the analysis it can be said that most of the respondents are satisfied with the care taken by the service station during the covid-19 pandemic situation.
6. Most of the respondents feel that the price of the service has been increased and some respondents feel that the service quality has been increased compared to regular days.

#### Major Recommendations

1. It is recommended that the Royal Enfield should look into that every customer should get the service reminder regularly through calls or messages and encourage the customers to get their bike serviced.
2. The company should look into employees are well trained so as to respond effectively to the customers and also train the labors technically so that they can solve the issues faced by the customer.
3. It is also recommended to the company that it should also make the parts available when and where needed and the lower price should be set for the parts so that it can be affordable and the

vehicle deliver time should be set with some time allowances so that the customer can get the vehicle back at the prescribed time,

4. The company should take special care about the sanitization of the service station and reduce the price of the service and its parts so that the customers can afford it and increase the service quality so that the customers are satisfied and visit the company again in the future.

### **Conclusion:**

This study was conducted with a board objective of customer satisfaction towards post sales services provided by ROYAL ENFIELD LTD, at Hubli-Dharwad city. For this purpose, 100 respondents were selected and responses were collected based on the online survey (questionnaire method). The overall experience of the respondents with Royal Enfield bike was found to be satisfied with the services provided by the company. The main aim of this research was to measure how the customer satisfaction is rated during the servicing of their vehicles. The research was focused on how well the customer is satisfied with the service done on his vehicle, the service quality, Pricing, the response of the staff, availability of spare parts and their pricing, the measures taken during covid-19 pandemic and the other areas which affect the service quality of the vehicle. Most of the customers feel that there is not much difference in the services quality provided by the company during covid-19 pandemic comparing to regular days. The major part of analysis is based on the percentage analysis. After a brief analysis few findings were derived. Based on findings the suggestions and the conclusions were made.

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