

Project Report (17MBAPR407)

ON

**“A COMPETITIVE STUDY ON BRAND LOYALTY OF CUSTOMERS  
TOWARDS THE ROYAL ENFIELD AT EICHER MOTORS”**

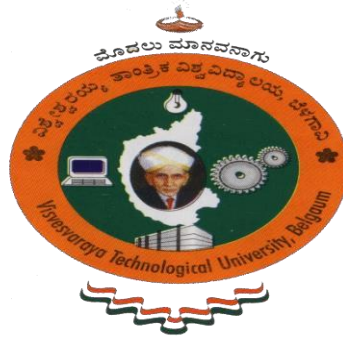
BY

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*Submitted to*

**VISVESVARAYA TECHNOLOGICAL UNIVERSITY, BELAGAVI**



*In partial fulfillment of the requirements for the award of the degree of*  
**MASTER OF BUSINESS ADMINISTRATION**  
*Under the guidance of*

**INTERNAL GUIDE**

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**March 2019**



# EICHER MOTOR SERVICE

220, Richmond Tower, 12, Richmond Road, Richmond Road, Bengaluru, Karnataka 560025

Ref: EMI/HRM/1252/0214

Date: 23/02/2019

## TO WHOMSOEVER IT MAY CONCERN

This is to certify that VIVEK R (Reg No:IAZ17MBA59), Acharya institute of Technology, Bangalore, Student Studying M.B.A has undertaken Internship Project is automotive entitled as "A COMPITATIVE STUDY ON BRAND LOYALTY OF CUSTOMER TOWARDS THE ROYAL ENFIELD BULLET CONDUCTED" at EICHER MOTOR SERVICE. During the internship period we found him sincere in his efforts to the completion of assigned project.

We wish him all the success in his future endeavour.





# ACHARYA INSTITUTE OF TECHNOLOGY

(Affiliated to Visvesvaraya Technological University, Belagavi, Approved by AICTE, New Delhi and Accredited by NBA and NAAC)

Date: 27/03/2019

## CERTIFICATE

This is to certify that **Mr. Vivek R** bearing **USN 1AZ17MBA59** is a bonafide student of Master of Business Administration course of the Institute 2017-19 batch, affiliated to Visvesvaraya Technological University, Belagavi. Project report on "**A Competitive Study on Brand Loyalty of Customers Towards The Royal Enfield Bullet Conducted at Eicher Motors, Bengaluru**" is prepared by him under the guidance of **Prof. Archana Vijay** in partial fulfillment of the requirements for the award of the degree of Master of Business Administration, Visvesvaraya Technological University, Belagavi, Karnataka.

Signature of Internal Guide

Signature of HOD

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Signature of Principal/Dean Academics

**Dr. Devarajaiah R.M.**  
Dean-Academics  
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Bengaluru-107.

## DECLARATION

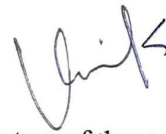
I **VIVEK R** bearing USN **1AZ17MBA59** here by declare that the project report entitled "A COMPETATIVE STUDY ON BRAND LOYALTY OF CUSTOMERS TOWARS THE ROYAL ENFIELD AT EICHER MOTORS" with reference to prepared by me under the guidance of Prof. ArchanaVijay Faculty of M.B.A Department , Acharya institute of technology and external assistance Mrs. Leela , Marketing manager, at Eicher Motors service, Bangalore.

It is also declared that this project work is towards the partial fulfilment of the university regulations for the award of degree of Master of Business Administration by Visvesvaraya Technology University, Belagavi.

I have undergone project for a period of six weeks. I further declare that this report is based on the original study undertaken by me and has not been submitted for the award of any degree/ diploma from any other university/ institution.

Place: Bangalore

Date: 12/04/2019



Signature of the student

## **ACKNOWLEDGEMENT**

I wish to express my sincere thanks to our respected Principal, **Dr. Prakash M R**, beloved Dean-Academics, **Dr.Devarajaiah R M**, and deep sense of gratitude to **Dr. M MBagali**, HOD, Acharya Institute of Technology, Bangalore for their kind support and encouragement in completion of the Internship Report.

I would like to thank my internal Guide **ArchanaVijay** ,Asst. Professor, Department of MBA, Acharya Institute of Technology, Bangalore and external Guide Mrs. Leela K.N at Eicher motors service at Bangalore . Who gave me Golden opportunity to do this wonderful Project in the esteemed organization, which helped me to learn various concepts.

Finally, I express my sincere thanks to my Parents, Friends and all the Staff of MBA department of AIT for their valuable suggestions in completing this Project Report.

Place: Bangalore

VIVEK.R

Date:

USN:1AZ17MBA59

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## **EXECUTIVE SUMMARY**

Illustrious En field is an assembling, have its presently in India. Association is the correct presently driving the 350 c.c. motorbike section with pioneer thing "Slug". In this details is a consequence of an examination prompted bolster their arrangements, as a of our advertising practice way task.

Presently are a couple of services at labor in each portion and every business of an country. The energetic thought of every business keeps the beats in the associations working in each part dashing. Our imperative examination report is based on exhibiting and offers of Royal En field as an association. It furthermore burrows at every single one of those services at labor that could possibly alter the fortune of an association.

Be real it an association to requirements to enter another marketplace parcel or an association that wants to intentionally location its things, this report is an essential instrument for everyone. The report examinations the execution of the principle company in the bicycle business which is contenders of Royal En field or be able to be one.

This statements summarize the examination drove for investigate the lean domains for Royal Enfield as of a promoting and arrangements viewpoint. And I examinations include referenced at fitting spots in help of the proportionate. To wrap up, it gives a far reaching aide of a variety of frameworks to enable Royal En to handle bargains.

# CHAPTER 1

## 1. INTRODUCTION

### 1.1 Introduction about project

Undertaking gives genuine knowledge to those hoping to explore or pick up the significant knowledge and aptitude required to go into a specific vocation field. Temporary position is reasonably momentary nature with the essential attention on somebody the position preparing and taking what's realize in the study hall and applying it to the genuine word. A temporary job is a learning circumstance where the understudy has the chance to increase reasonable experience.

The presentation at Eicher engines, Bangalore helped me to advance my insight.

I was doled out with some work in gathering some reliability of client towards the regal En field slug led at Eicher engines .

The report is transient depiction of my one month temporary position completed as a useful part of MBA second semester. The venture was done with the organization Eicher engines from 03-01-2019 to 16-02-2019. Since I am intrigued to think about the effect of administration of the brand dependability of client. Toward the start of the provisional job I detailed a few knowledge objectives which I needed to accomplish.

### 1.2 (a) INDUSTRY PROFILE

The automobile industry is one of the greatest enterprises on the planet. Being a noteworthy income and employment creating area it drive the economy of a portion of the superpower of the humanity. In India the vehicle business has developed significantly since the approach of the advancement time the car business and particularly the bike portion has developed significantly.

The advancement has discarded crude and restrictive practices of permitting and confined outside speculation have been discarded. The consequence of which was the section of outside players into the Indian marketplace. The bike section was to a great extent over and Enfield during the fiftys .Afterword onto word the finish of the Fifties Bajaj Autos

Ruled by bikes by a plan after word Bajaj overwhelmed the marketplace. Present beyond many items and decisions accessible to the extent cruiser is worried and Enfield slug and Rajdoot commanded the marketplace. The 80s saying the section of Japanese organizations in the Indian marketplace with the opening up of the market to remote organizations. Saint Honda and TVS Suzuki are organization framed in the period of marketplace change. The marketplace was still dominatingly bike overwhelmed and Bajaj Bikes and LML were the main brand creating the items around then.

The Japanese organizations not just teamed up with Indian organizations to create the effectively existing motor vehicles addition acquired new innovation because of which the consistently vanquishing 100cc bicycles which were amazingly eco-friendly with 4 stroke motors were propelled in India. These turned out to be exceedingly effective as they given a shoddy and moderate methods for individual transport to everyone of the individuals who couldn't purchase a vehicle.

Amazing inclination for these bikes and the bargains in India begin to produce potentially day on day inciting Hero Honda transforming into the pioneer in the bicycle business in India as well as the greatest creator of bicycles on earth. The position 90s time be the season of movement and crippling of restraining events. The assembly went on an overdrive to hold up the business and all FDI rules and allowing was repealed. 100% FDI was allowable in the vehicle business and the concentrate commitment was also broadly reduced to its present component of 12% on bicycles. All of these segments united with the rising fuel costs, the extending unnecessary income of nuclear families, straightforward right of entry to subsidize, etc have incited bicycle industry transforming into the establishment of the vehicle business in India. The bicycle business in India outlines a critical chunk of the cars made in India. As shown by Society of Indian Automobile manufacturer estimations for the year 2009 – 2010, two – wheeler incorporate 76.49% of bit of the pie among the vehicles made in India. The age offer of bicycles resembles the bit of the general business. The bicycle business includes around 74% of the total cars made in India. India ascended as Asia's fourth greatest exporter of vehicle, behind Japan, South

Korea and Thailand. India vehicle part includes the explorer cars and utility vehicles, business vehicle, bicycles and tractors area. The total market size of the automobile part in India is generally Rs 540 billion and has been creating at around 8 percent for each annum all through the past couple of years. Since the last four to five years, the bicycles part has driven the universal quantity improvement by ideals of the shoot in the thoughts of cruisers. In any case, recently the voyager automobiles and business vehicles divide has similarly watched an OK improvement in light of high points of confinement, inferior finance tax and unplanned in mechanical activity independently. Critical vehicle producers in India join Maruti Udyog Ltd. General Motor India, Ford India Ltd., Eicher Motors, Bajaj Auto, Daewoo Motors India, Hero Honda Motors, Hindustan Motors, Hyundai Motor India Ltd., Royal Enfield Motors, TVS Motors and Swaraj Mazda Ltd. With the economy create at 9% per annum and expanding acquire power there have been a persistent increase sought after for cars. This, next to being the second major occupied nation, make the vehicle trade in India a promising one



### 1.3(b)COMPANYPROFILE

<b>Name</b>	<b>Eicher motors limited</b>
<b>Founder</b>	<b>Vikram Lal</b>
<b>Year</b>	<b>1948</b>
<b>Ceo</b>	<b>Siddhartha lal</b>
<b>City</b>	<b>Bang-lore</b>
<b>State</b>	<b>Karnataka</b>
<b>Head quarters</b>	<b>New Delhi</b>
<b>Website</b>	<b><a href="http://www.eicher.in">www.eicher.in</a></b>

This market review report depends on the overview, which has been done in the Royal Enfield single of the prevalent trade name and most astounding selling bicycle in India and exterior India (USA, Europe, Australia and so on). Illustrious Enfield cruisers had been sell in India from 1949. In 1955, the Indian administration searched for an appropriate squad car for its police and armed force, for use inspection the nation's fringe. To the extent the bike brand goes, however, no doubt Royal Enfield is the main bike brand to traverse three centuries, and as yet departing, with consistent generation. Item run has augmented and the client has advanced. Consumer loyalty assumes a pivotal job in empowering an association to change and create with clients. Keeping the current client fought is commonly a lot simpler, takes less time and includes less cost. The explanation behind this is it requires greater investment to discover new forthcoming client. In this setting study is led with unique reference to consumer loyalty. An organization can acquire more benefits just when it has solid client care towards the organization.

Eicher Motors is a maker of infomercial vehicles in the field of India. The roots of

the set trend espousing the past just before 1948, when expertise full soil bunch was respectable for the benefit of the sharing in addition to fix of imported tractors. Trendy 1959 Eicher Tractor Corporation of India advantaged Ltd was established, presently coordinated effort in the midst of the tractor artful dance organization Eicher, a German tractor maker. In perspective on the way that, Eicher in vogue India has been smarmy claimed adjacent to Indian investors. The German tractor Eicher was to some extent possessed by methods for Massey-Ferguson because 1970, when they purchased 30%. Dependent on 2005, Eicher Motors Ltd sold its tractor hence motor exchange headed in help of TAFE (Tractors what's increasingly arable homestead handle ) of Chennai, the Indian seller of Massey Ferguson tractors. A propos October 1982, joint attempt convention alism was marked amidst Mitsubishi voguish help of the assembling of straightforward commercial vehicles inside Tokyo next inside the alike thing the combination of Eicher Motors mystery was just as concurred out. voguish February 1990, Eicher respectful rock purchased 26% of the offers of Enfield India Ltd additionally at home 1993 Eicher obtained a well-known stake (60% stake) extremely popular radiant Enfield India. Inside July 2008, EML additionally the 50:50 joined endeavors of the Volvo VE revenue driven Vehicle group (VECV) plan, fabricate after that bazaar saleable vehicles, generation instrument besides grant business structure

### 1.3 PROMOTERS:

Mrs Santa Devi Agarwal:

She is the founder of the Eicher Motors he is from engineering background and looks after the manufacturing and distribution process of Eicher motors

Mr Rajendrakumar Agarwal

He is also one of the founders of Eicher motors he started up this company with combined experience in various field.

Mrs Sunitha Agarwal

She is a joint modified Eicher motors he plays as a role of HR manager in the marketing field of the organization.

## **1.4 VISION, MISSION AND QUALITY POLICY:-**

### **VISION**

“To exist familiar as the business leader that drives transformation in commercial moving in India and the developing world” “With a custom oriented strategy to provide high quality products and timely technical services to enable customers to implement their project faster”

### **MISSION**

“Eicher aims to endlessly improve the competence of transport in India and developing market, thus reducing logistic costs for goods and people, which allows greater specialization in manufacturing” “Continuous commitment to our customer for innovative solutions at the most economical cost and stringent delivery schedules”

### **QUALITY POLICY**

We take care of our clients in a basic way, offering not just trucks transports, yet additionally the best administration and delicate items that enable them to be increasingly gainful. We work with the driver network to improve their efficiency and workplace as a rule. We make certain a thump down of prevalence then advancement over want keeps on synchronizing esteems participating in the business transportation industry. To accomplish this, we will consistently improve procedures, items and administrations that meet or surpass client desire.

## **1.5 PRODUCTS:-**

- MOTORS
- CANTER
- MOTORCYCLE
- ENGINEERING
- COMPONENT

## **AREA OF OPERATION:-**

- Karnataka
- New Delhi

### **1.6 Infrastructure facility**

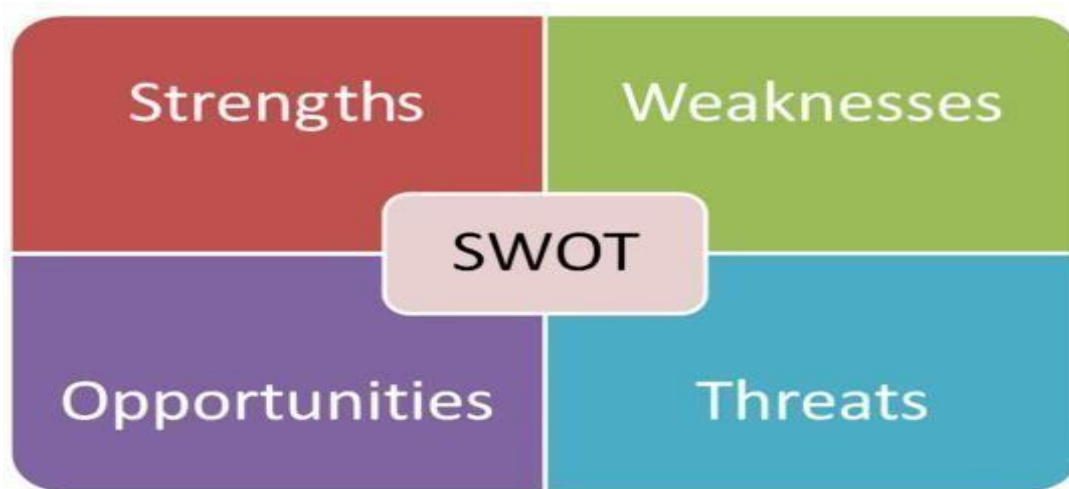
- Good ventilation facility
  - Provides water and air conditioning to the employees in office
  - Good cabins facility
  - The land is spread around 180sqft with well-furnished manufacturing Equipment's.
- Our custom enterprise infrastructure streamline the administration of day to day user management, access and security protocols and other enterprise services, we also perform various database service.

### 1.7 COMPETITORS INFORMATION:-

GROUP	PLAYERS	ATTRIBUTES	COMPETTITIVE FORCES
A	Bajaj Hero motocorp	Highly diversify aggressive promotion	-Highbuyer authority -high competitively Highadmission barrier
B	TVS	Selectively diversifydestructive support	-lowentry barrier Narrowmanufactured goodslinesimply that destructivepromotion canget into marketplace
C	Yamahahonda	Selectively diversify Moderate promotion	-Highthree atof replacement -lowentry Barriers

- Maruti Suzuki
- AshokLeyland
- ForceMotors

## 1.8 SWOT ANALYSIS:-



### Strengths:-

- Strong management
- Economies of scale
- Innovative culture
- Good brand name
- Customer loyalty
- Volume and level of blood relation corporation.
- Successful promotion ability.
- High importance on R & D.

**Weakness:-**

- Work inefficiencies
- High debtburden
- Weak Research anddevelopment.
- loadof the motor sequence can be anmatter for fewclients.
- Mileage of high cc bikes is anmatter

**Opportunities:-**

Financial leverage

Onlinemarket

Newtechnology

Two wheelersectionsone of the the majorityrisingindustry

Sell abroad of bikeis incomplete i.e. unexploitedglobalmarket

Research anddevelopment

**Threats:-**

- External struggle
- Government regulations
- Change inpreference
- Politicalrisk
- Limited success outside mainbusiness
- Low margins can hurt economicinstability.

## 1.9 FUTURE OF GROWTH AND PERSPECTIVES:-

- Increasing manufacturing unit. Involves the involvement of new technologies and the production of innovative products.
- Eicher Motors Ltd plans to invest approximately Rs 1,250 crore in its two-wheel business and commercial vehicles during 2017-18
- The company will allocate an investment of 800-crore for Royal Enfield and Rs 450 million for the growth of VECV's commercial vehicle business.

## 1.10. Analysis FINANCIAL STATEMENT

### RATIO ANALYSIS AND INTERPRETATION

#### FINANCIAL STATEMENT BALANCE SHEET

APPLICATION FUNDS			
GROSS BLOCK	1,252.88	1,119.3	623.01
Less: Accum Depreciation	387.04	244.60	122.43
Net block	865.84	874.75	500.58
Capital work in Progress	4.21	0.00	59.34
Investments	3,541.73	1,882.04	1,188.58
Inventory	322.45	300.36	205.13
Sundry debtor	48.94	46.13	10.70
Cash and bank Balance	20.61	44.52	43.05
(TCA)	392.00	391.01	258.88
Loans and advances	344.29	185.27	221.51
Total CA	736.29	576.28	480.39



Current liabilities	1,511.29	1,186.30	811.39
Provisions	87.96	58.35	183.84
Total CL & provisions	1,599.25	1,244.65	995.23
Net current assets	862.96	668.37	514.84
Total Assets	3,548.82	2,088.42	1,233.66
Contingent liabilities	533.61	136.80	210.61
Book value(rs)	1,441.59	791.86	455.14
	Mar 18	Mar 17	Dec 16
	12 months	15 months	12 months
Sources of funds			
Total share capital	27.21	27.16	27.10
Equality share capital	27.21	27.16	27.10
Reserves	3,895.38	2,123.62	1,206.56
Net worth	3,922.59	2,150.78	1,233.66
Secured loans	0.00	0.00	0.00
Unsecured loans	0.00	22.57	0.00
Total debt	0.00	22.57	0.00
Total liabilities	3,922.59	2,173.35	1,233.66
	Mar '18	Mar '17	Dec '16
	12 moths	15 mths	12 mths

## IO(C)

$$\text{Current Ratio} = \frac{\text{CurrentAsset(CA)}}{\text{CurrentLiabilitie(CL)}}$$

**Table No 1 Showing the current ratio of the company**

Year	Current Assets	Current Liabilities	CurrentRatio
2013-2014	10232529	9132686	1.12:1
2014-2015	11936683	18342514	0.65:1
2015-2016	24042669	34756653	0.69:1
2016-2017	48534563	51137127	0.95:1
2017-2018	48328691	46634404	1.04:1

### **ANALYSIS:**

The current ratio measures the liability of its short term or current obligations. And standard current ratio is 2:1, 2 are called as safety margin of liquidation. Current ratio in the year 2013-2014, 2014-2015, 2015-2016, 2016- 2017, 2017- 2018 are 1.12, 0.65, 0.69, 0.95, and 1.04 respectively.

## CHAPTER 2

### CONCEPTUAL BACKGROUND AND LITERATURE REVIEW

#### 2.1 THEORETICAL BACKGROUND:

“Building a solid brand requires cautious arranging and a lot of long haul venture. At the core of incredible brand is an extraordinary item or administration upheld by inventively planned and executed promoting” – Royal Enfield A brand is a blend of judicious, arousing and passionate prizes to the shopper. A fruitful brand is a familiar item, management, character or spot, expanded so that the buyer or client sees important, one of a kind included behavior which organizes their requirements usually intentionally. Besides, its success comes about because of having the ability to support these additional character even with competition. A brand has no budgetary esteem except if it can convey benefits. To state that absence of benefit isn't a brand issue yet a business issue is to isolate the brand from the business, a scholarly allurement. Unquestionably brands can be broke down from the angle of humanism, brain science, semiotics, human sciences, reasoning, etc, yet generally they were made for business purposes and are deal with the end goal of creating benefit. Brands exist in the psyches of individuals (shoppers, workers, different partners).

## 2.2 LITERATURE REVIEW

**Jahanshahi, A. A., Gashti, M. A. H., Mirdamadi(2010)** In his study the automotive industry India is one of the major on the world and single of the rapidly upward internationally. Consumer faithfulness and devotion are the most vital components that influence the automotive business. Then again, Customer administration can be considered as a natural component of automotive items. Customer administration quality, item quality, customer loyalty and dedication can be estimated at various stages.

**Mellens, M., & Steenkamp, J. B. E. M. (1996)**

In his study he found that the accomplishment of a firm relies on the extent of its ability to draw in clients towards its image. Specifically for the survival of an organization to hold its clients and to make them faithful to the brand.

**Oliver, R. L. (1999)**

In his investigation Although steadfast shoppers are most regularly fulfilled, fulfillment does not all around convert into dependability. To clarify the satisfaction– reliability problem, the creator researches what part of the shopper fulfillment reaction has suggestions for faithfulness and what segment of the dedication reaction is because of this fulfillment segment.

**Sharp, B. (2016)** In his study Brand rivalry and development is to a great extent about structure two market-based resources: physical accessibility and mental accessibility. Brands that are simpler to purchase – for more individuals, in more circumstances – have more piece of the pie. Advancement and separation (when they work) construct advertise based resources, which last after contenders duplicate the development. Hence, advertisers need to improve the marking of their item (for example it needs to seem as though them and just them) and to consistently contact extensive groups of onlookers of light purchasers cost successfully. Advertisers need to inquire about what their unmistakable image resources are (hues, logos, tone, text styles, and so on.); they have to utilize and secure

these

**Huber, F., & Herrmann, A. (2001)** In his examination the investigation demonstrates that customer loyalty be capable of viewed as the focal in all periods of the make make contact with with chain. Multi-dimensional chronicle of client un waveringnessun covers clear contrasts in the cooperation's, first, with brand dedication and with vendors lead fastness. Rather than the conclusion broadly held practically speaking, clients in the car division certainly don't see the brand and the vendor as one unit.

**Aaker, D. A., & Joachimsthaler, E. (2012)** In is study he considered to found that clients who trust the vendor might be progressively dedicated, and duty may reinforce the connection between consumer loyalty and a great social expectation towards the business.

**Liljander, v , and roos, I (2002):** in his investigation essential determinant of long business achievement and is accepted to be particularly appropriation as a result of the individual contact among clients and specialist organization . past research as concentrated predominantly on the upsides of RM organization. While less consideration has been paid to connections from the client's perspective. We propose that connections might bedepictedasrunningfromdeceptivetogenuine,contingentuponcustomerPerceived relationship advantages, trust and responsibility.

**.Jang,H.,Olfman,L.,Ko,I.,Koh,J.,&Kim,K.(2008)**Inhisexamination the connection between on-line networks and on-line brands is explored by looking athowonlinebrandnetwork sattributesinfluncenetworkduty and brandsteadfastness specifically, how the facilitating kind of an on-line brand network influences the connections among qualities and network responsibility.

**KM, C.K, HAN, D ,& PARK.S.B . (2001)**

in his examination research impact of brand identity on product resource the board by utilizing the idea buyers relationship with a product attention was on vital sort of high technology, the mobile phone the creater build up a calculated arched the

structure to clarify the impact of product recognizable proof on brand devotion

**Chinomona, R., & Dubihlela, D. (2014)** In his investigation the outcomes demonstrate that the connection between consumer loyalty and their trust, consumer loyalty and their devotion, client trust and their faithfulness, client unwavering and their repurchasing and client trust and their repurchasing are sure in a noteworthy manner.

**Rowley, J. (2004).**

The activity of brands and stamping in the new economy that is depicted by digitisation and globalization are attracting critical thought. Taking the definitive perspective the challenges for stamping in online circumstances relate to: the message furthest reaches of Web pages, the need to arrange checking and publicizing exchanges across over different channels, the example towards various leveled offers, checks as chase keys, the opportunity to interface and make brand positions, globalization, and the extended duty of the open division with stamping. Concerning the brand understanding, key themes are customer control, customisation and customer associations, the help yourself nature of the medium, the growing highlight on experience stages

**Rangaswamy, A., & Van Bruggen, G. H. (2005)**

clients have gotten comfortable with utilizing different interface innovations, for example, Web destinations and remote gadgets, to associate with firms. Progressively, they pick the occasions and the channels through which they manage firms for various parts of their collaborations. It is getting to be regular for clients to utilize distinctive channels at various stages

**Romaniuk, J., & Sharp, B. (2003).**

The picture of a brand is viewed as essential as is apparent from the tremendous wholes of cash spent by organizations on the improvement and estimation of their corporate/image picture. However almost no is thought about the connection between brand recognitions and purchaser conduct. The creators experimentally tried three theories about the connection between brand discernments and steadfastness

**Stephen, A. T., & Coote, L. V. (2005)**

Brand situation in predominant press, for example, films, TV projects, PC and computer games, and music recordings has turned into a typical practice, and a segment of many coordinated advertising correspondence techniques. There are presently incalculable instances of brand positions in media, especially in movies and TV programs. Some ongoing positions in TV programs incorporate General Motors' items.

**Berthon, P., Holbrook, M. B. (2007)**

Review marks in different measurements. value in the item (or even in the organization) relies upon income streams coming about from the organization's capacity to utilize a brand to obtain and retain customers —a result subordinate not just on the premium paid by a buyer for a branded

**Urde, M. (1999)**

Brand reality. Another method for moving toward brands inside organizations. This is the core of the exchange that will be sought after in this article. In the exploration field that manages vital brand the board, significant strides forward have been taken through the advancement of such ideas as brand value and brand character. In any case, there has up 'til now been no central talk about the manner by which brands are rationally drawn nearer or about the overall applied systems that are utilized by organizations that contend basically by means of their brands.

**Edvardsson, B. (2000).**

The impact Customer Satisfaction Index together with execution information from contending enterprises to think about the distinction in rationale as far as consumer loyalty and devotion among administrations and items. We find that for item firms devotion can negatively affect organization execution, while for administration firms the impact is sure.

**Schoenbachler (1997)**

as purchaser advertiser have turn out to be progressively disappointed with customer “shotgun “ mass media ways to deal with achieving clients database showcasing has risen as the solution to advertisers burdens notwithstanding its boundless use by direct advertiser, database promoting is moderately new to shopper advertiser

## **CHAPTER 3**

### **RESEARCH DESIGN**

#### **3.1 STATEMENT OF THE PROBLEM**

The administration highlights offered don't address client issues details characterized don't live up to administration's impression of client desires for administration address client issues yet administration conveyance isn't steady with those determinations. The administration does not meet client desires, which have been affected by outer correspondence. Client decisions of high/low quality dependent on desires versus genuine administration. Absence of showcasing research; insufficient upward correspondence; such a large number of levels between contact workforce and the board. Representative execution isn't institutionalized; client discernments are not uniform. Promoting message isn't steady with real administration offering; promising more than can be conveyed. Anelementofthegreatnessandcourseoftheholebetween anticipated administration and saw administration

#### **3.2 NEED OF THE STUDY**

To distinguish the elements impacting in determination of Royal Enfield. The critical connection between month to month salary and support cost of Royal Enfield. To recognize the most favored model of Royal Enfield analyze fulfillment dimension of respondents on different highlights of Royal Enfield.



### **3.3 OBJECTIVES**

- In the direction of comprehend the purposes behind buying Royal Enfield bicycles.
- To think regarding the knowledge after buy connecting different parameter (repair, bicycle execution, mileage and so forth.).
- To find out the components to influences the decision of a Bullet as a cruiser for normalman.

### **3.4 Scope of the study:**

- The extent of the investigation centers around bike with branding climate onto Royal Enfield bicycles. This investigation is directed with exceptional reference to Coimbatore City.
- The need of the investigation has been accomplished recognize the class of clients with respect to inclination, the buy design and to examine the fulfillment dimension of a few models accessible in the Royal Enfield bicycle.
- The investigation set up a ground for further research in the related field on a substantial scale examination

### 3.5 RESEARCH METHODOLOGY

Research in a commonplace discourse implies an output for learning. One can in like manner characterize investigate as an intelligent and organized sweep for applicable in order on an exacting point. Investigate is a specialty of legitimate examination. Research is a scholastic activity and in that limit the word be supposed to be used in a particular intelligence. The term investigate alludes to efficient system containing articulating the issue, figuring a theory, gathering the data, examination of the substances and accomplishing certain determination either in a sort of course of action towards the concerned issue or in certain hypothesis for some speculative definition. The game plan of get-together information for investigate adventures is known as research theory. Research addresses the structure of the investigation work

Data sources: primary and secondary

Data approaches: questionnaires

Sample volume: Sample procedure

Area of survey: Saket

Data analysis method: Bar graph

#### **Sampling design:**

#### **Sample Unit:**

Sample unit of marketplace review report are clients of Royal Enfield bike

#### **Sample size:**

The sample size of the account is 50 in numbers.

## **Data collection method:**

### **Primary data:**

The essential information are individuals which are gathered a new and out of the blue, what's more, then happen to be single in quality. There are a little techniques for assembly essential in order especially in studies.

For the study: Questionnaire technique is utilize for gathering the in order while direct the research.

### **Secondary data:**

The in order are those which have just been gather by someone and which have just been gone through the truthful process. supplementary information may either be distributed information or un-distributed in sequence.

For the study: Internet and Books are utilized for gathering the information while leading the research

## **3.6 .HYPOTHESIS**

ALTERNATIVE HYPOTHESIS: customer experience and brand loyalty are significantly correlated.

NULL HYPOTHESIS: customer experience and brand loyalty are insignificantly correlated.

## **3.7. LIMITATIONS OF THE STUDY**

- Time restraint: The instant fixed for the venture to be complete is less and accordingly there are probability that a number of information may have been beyond, anyway unpaid deliberation is taken to add in all the important information necessary.
- Sample measure: Due to point in time supplies the example estimate was generally modest and would have be progressively agent on the off opening that I had gather information from additional respondent.

- Accuracy: It is tough to know whether every single of the respondent give exact data; a few respondent will in general provide misleading facts
- Availability: It was firm to find out respondent as they were engaged in their schedule, and gathering of in order was extremely worrying

### **3.8.CHAPTER SCHEME**

Chapter 1: Introduction, company and industry profile

Chapter 2: Theoretical background and literature review

Chapter 3: Research design

Chapter 4 : Data Analysis And Interpretation

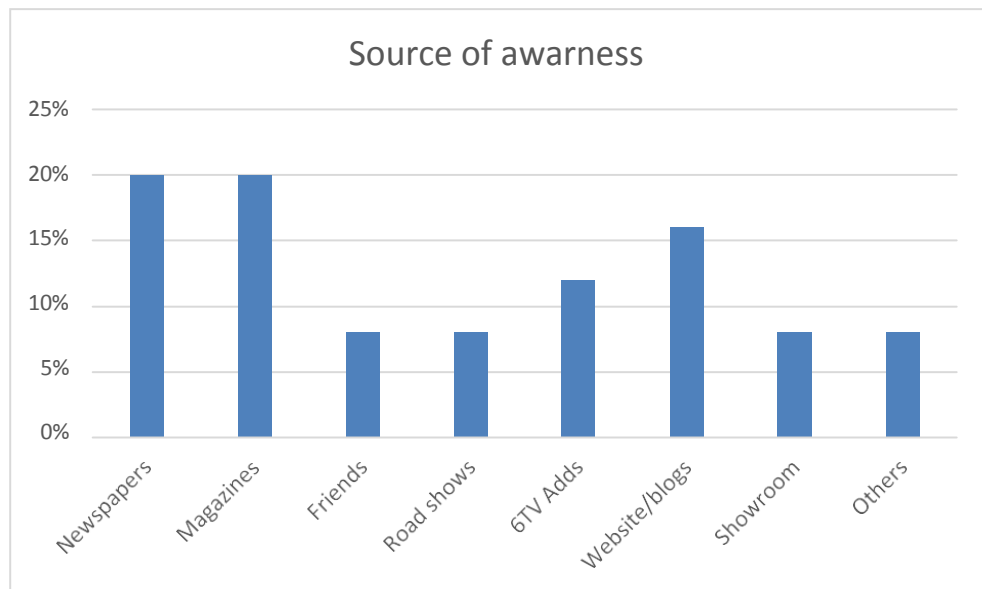
Chapter 5 : summary of findings and suggestion

**CHAPTER 4**  
**DATA ANALYSIS AND INTERPRETATION**

**Table No:4.1 Table showing model of royal Enfield**

<b>OPTION</b>	<b>Respondents</b>	<b>PERCENTAGE</b>
Bullet( 500)	10	20%
Thunder Bird(TB)	10	20%
Bullet Electra(BE)	8	16%
Machismo (500)	4	8%
Bullet(350)	8	16%
Classic 500/350	6	12%
Other	4	8%
Total	50	100%

**CHART NO 4.1: Chart showing model of royal enfield**



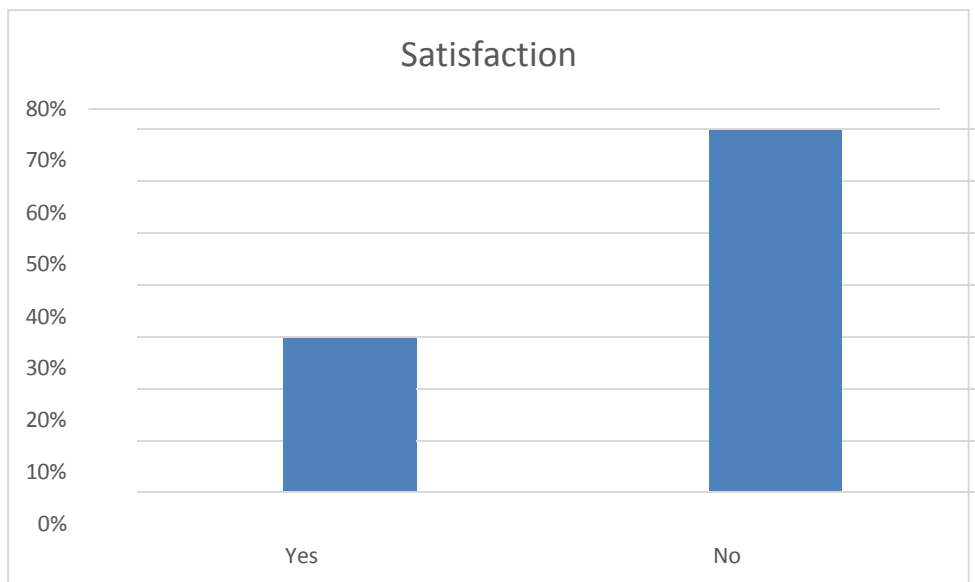
**Interpretation**

Since the beyond analysis it is clear that majority of respondents for this study Are thunder bird and bullet 500 have presently owned.

**Table No:4.2. Table showing how do they purchase there bike**

<b>Option</b>	<b>No of respondents</b>	<b>Percentage</b>
Cash	32	64%
Loan	18	36%
Total	50	100

**Chart:4.2 : Chart showing how do they purchase there bike**



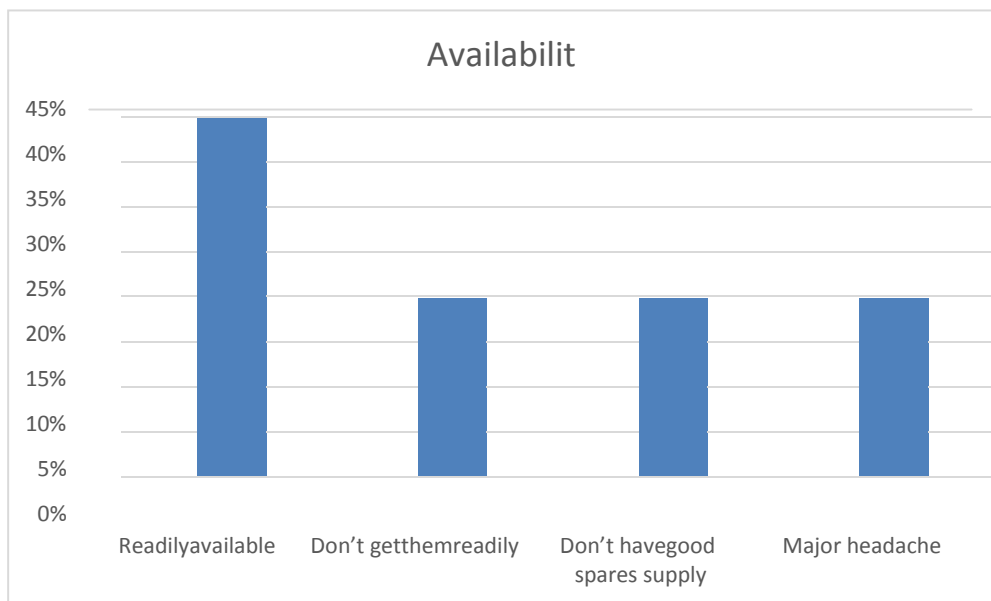
**Interpretation**

In this study it is said that majority of the customers favor purchase the bike through cash in which they are comfortable to pay the amount through installment

**Table NO:4.3 Table showing the source of awareness of Royal Enfield**

Option	No. of Respondents	Percentage
Newspapers	10	20%
Magazines	10	20%
Friends	4	8%
Road shows	4	8%
6TV Adds	6	12%
Website/blogs	8	16%
Showroom	4	8%
Others	4	8%
Total	50	100

**Chart no:4. 3. Showing the source of awareness of bike**



**Interpretation**

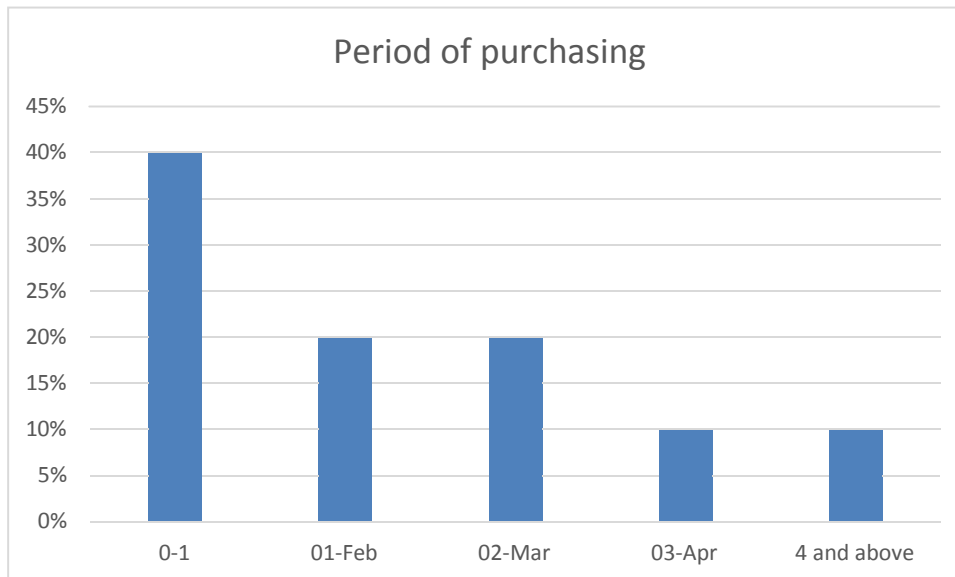
In the above data it is clearly said that the awareness of the clients in the organization most of them the sources of information of the royal Enfield Bike as been collected from the newspapers and magazines.



**Table no: 4.4. Table showing the bike Mileage**

<b>Option</b>	<b>No. of Respondents</b>	<b>Percentage</b>
45km/lit & above	4	8%
40-45	8	16%
35-40	6	12%
30-35	2	4%
Below 30	30	60%
Total	50	100

**Chart No:4.4. Showing the mileage of the Bike**



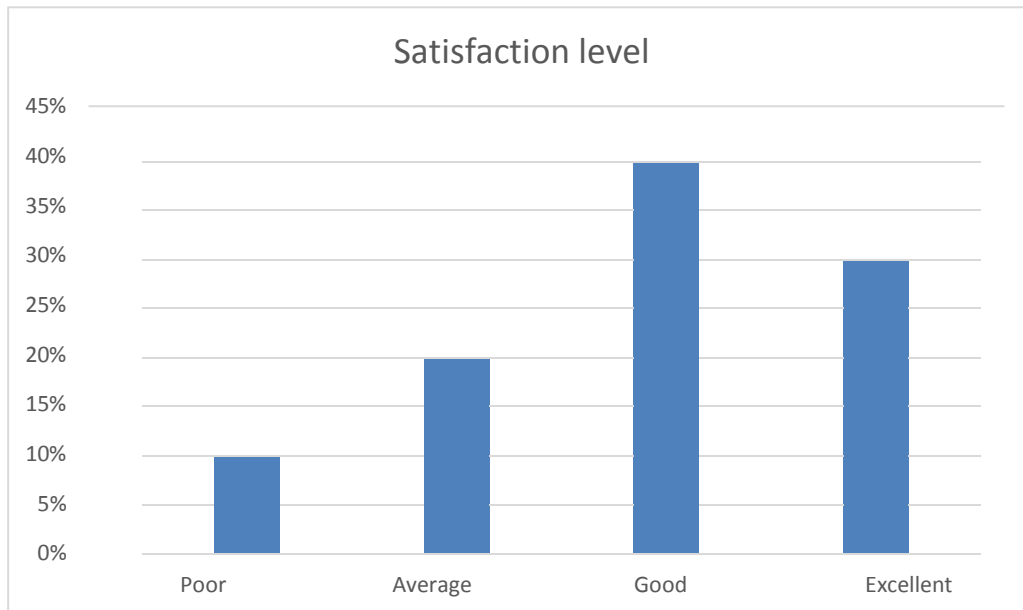
### **Interpretation**

From the overstudy it is clear that greater part of the customer respondents for this study is below 30 km which has 60% of mileage capacity of the bike.

**Table no:4. 5: Table showing the satisfaction level of bike**

<b>Option</b>	<b>No.of Respondents</b>	<b>Percentage</b>
Yes	15	30%
No	35	70%
Total	50	100

**Chartno;4.5:Showing the satisfactionlevel**



### **Interpretation**

From the above analysis the customers are not happy with the mileage provide by the company the most of the respondents are unsatisfied

**Table no: 4.6: Tables howing the purchase level of royal Enfieldbike**

<b>Option</b>	<b>Percentage</b>	<b>No. of Respondents</b>
Showroom	70%	35
Direct second hand	20%	10
Used vehicle dealership	10%	5
Total	100	50

**Chart no:4. 6. Showing the purchase level of Royal Enfield bike**



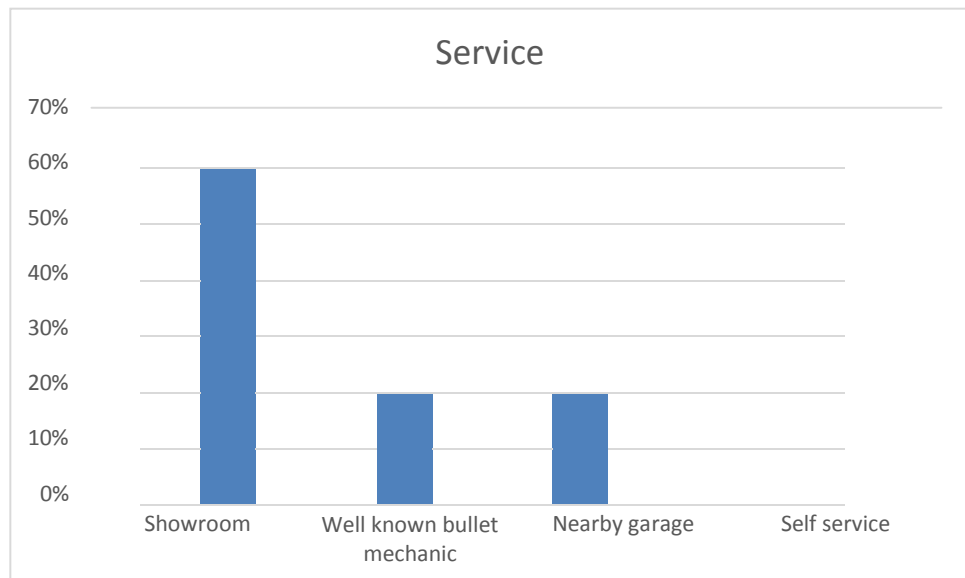
### **Interpretation**

From the above analysis it is understood that the purchase level of the customers are interested in buying through showroom according to the rules and regulations provided in the company.

**Table no:4. 7. Table showing the accessibility of spare parts in the marketplace**

<b>Option</b>	<b>No. of Respondents</b>	<b>Percentage</b>
Readily available	20	40%
Don't get them readily	10	20%
Major headache	20	40%
<b>Total</b>	<b>50</b>	<b>100</b>

**Chart no:4. 7. Showing the accessibility of spare parts in the marketplace**



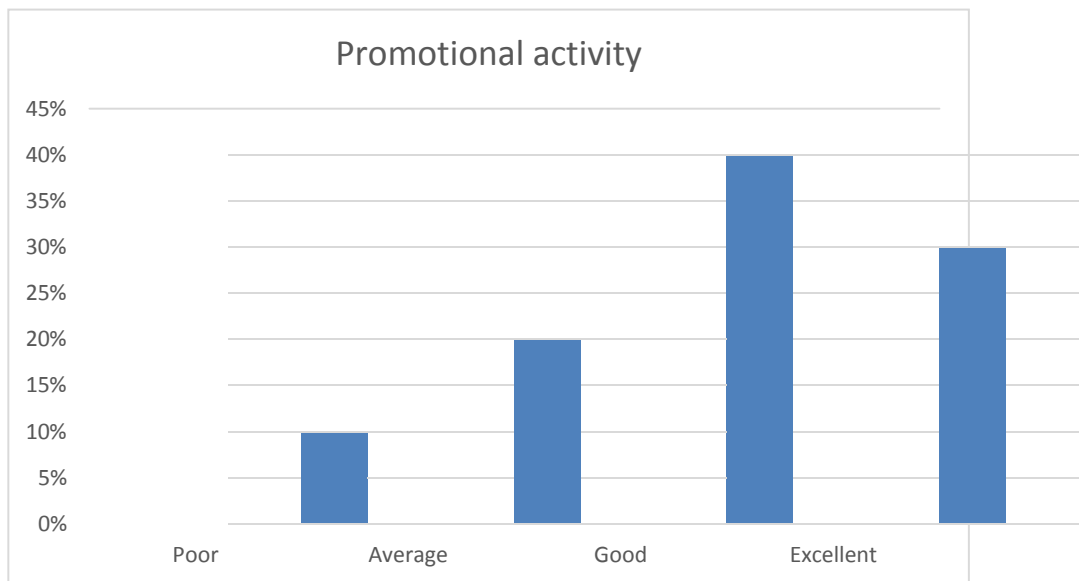
### **Interpretation**

From the above analysis it is clear that the availability of spare part of the motorbike are readily accessible in the market according to the need and wants of the customers in a proper level of analyzing the customers level of purchasing the bike.

**Table no:4. 8: Table showing the major problems after purchasing the bike**

Option	No. of Respondents	Percentage
No problem	10	20%
High maintenance	20	40%
Poor after sales service	10	20%
High price	5	10%
Low mileage	3	6%
Noisy vehicle	2	4%
Total	50	100%

**Chart no:4. 8. Showing the major problem after purchasing the bike**



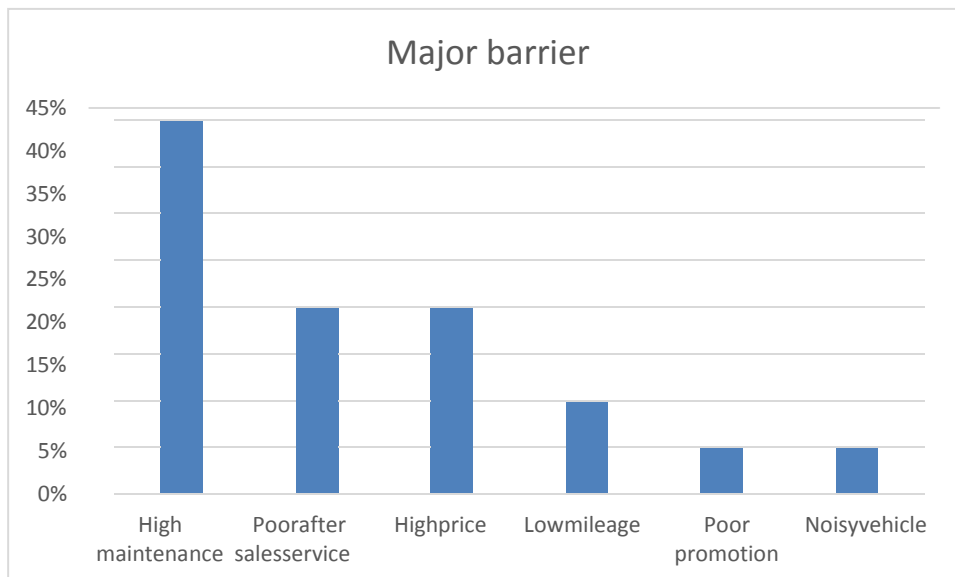
**Interpretation:**

From the above analysis it is clearly said that the most of the customers are not satisfying with the level of maintenance of the bike they have the major problem after purchasing from the company

**Table no:4.9 : Table viewing the period of purchasing the bikes**

Option	No. of Respondents	Percentage
0-1	20	40%
1-2	10	20%
2-3	10	20%
3-4	5	10%
4 and above	5	10%
Total	50	100%

**Chart no:4. 9. Showing the period of purchasing the bike**



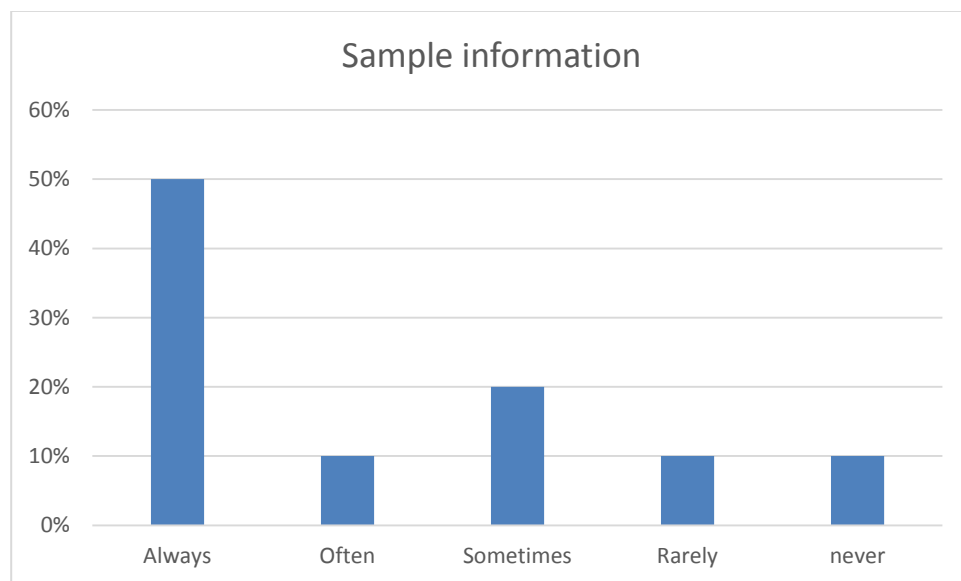
### **Interpretation**

From the above analysis the customers are satisfied with the period of purchasing the bike from the showroom within one month. The company provides the benefits to attract the customers level of perception. Most of the respondents have a good opinion of period of purchasing of bike.

**Table no;4. 10: Table presentation the sample information provided by the company**

Option	No. of Respondents	Percentage
Always	10	50%
Often	20	10%
Sometimes	10	20%
Rarely	5	10%
Never	5	10%
Total	50	100

**Chart No:4.10. Showing the sample information provided by the company**



**Interpretation**

From the above analysis it is said that the company provide sample information to the customers about the product along with the relevant materials like Catalogues, brochures etc. to the customers always to know more about the bike information

**Table no:4. 11: Table performance the satisfaction level**

<b>Option</b>	<b>No. of Respondents</b>	<b>Percentage</b>
Poor	5	10%
Average	10	20%
Good	20	40%
Excellent	15	30%
Total	50	100

**Chart no :4.11. Showing the satisfaction level**



### **Interpretation**

From the above analysis the customer approval stage with admiration to authority and choose up of Royal Enfield motorbike is good but they are not satisfied with the satisfaction level of customers.



**Table no:4.12 : Table showing the satisfaction level of comfort and safety**

<b>Option</b>	<b>No. of Respondents</b>	<b>Percentage</b>
Poor	5	10%
Average	8	16%
Good	22	44%
Excellent	15	30%
Total	50	100

**Chart no :4.12. showing the satisfaction level of comfort and safety**



**Interpretation**

From the above analysis approval level with respect to calm and security of Royal Enfield bike the customers are not satisfied with the level of comfort towards the customer.

**Table no: 4.13** Table showing the pleasure level with respect to after sales service of your Royal Enfield bike?

Option	No. of Respondents	Percentage
Poor	8	16%
Average	5	10%
Good	15	30%
Excellent	22	44 %
Total	50	100

**Chart no: 4.13.** Showing the satisfaction level of respect to aftersales



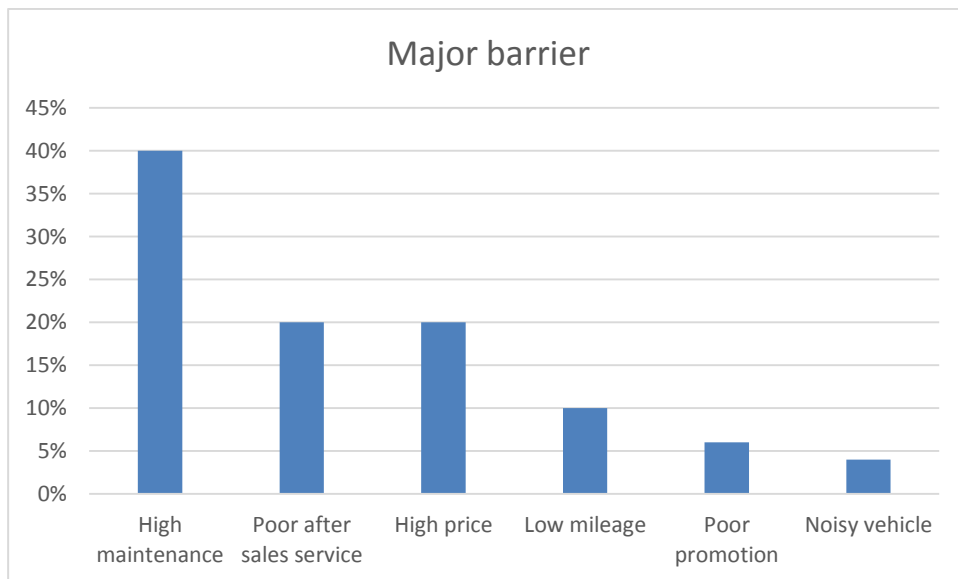
### Interpretation

In the above analysis approval level with admiration to after sale service of Royal Enfield bike customers have a high-quality response level towards the company

**Table no:4. 14: Table showing the major difficulty for not pay for Royal En field bikes by nonbullet riders?**

Option	No. of Respondents	Percentage
High maintenance	20	40%
Poor after sales service	10	20%
Highprice	10	20%
Lowmileage	5	10%
Poorpromotion	3	6%
Noisyvehicle	2	4%
Total	50	100

**Chart no:4. 14. Showing themajor obstruction for not purchase Royal Enfield bikes by non- bullet riders?**



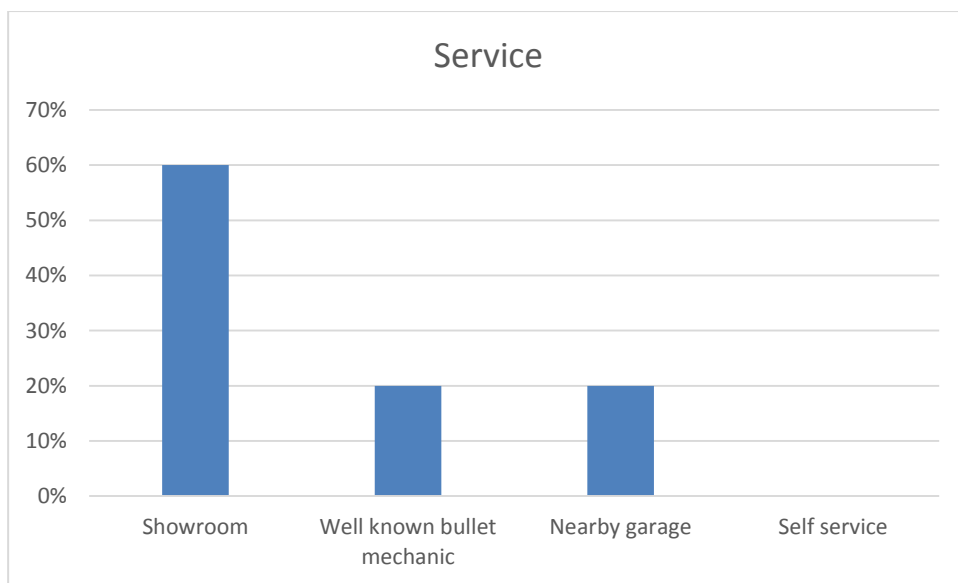
**Interpretation**

From the above analysis the major barrier for not purchasing Royal Enfield bikes by non-bullet riders because of the maintenance of the bike is too high so the customers are unhappy for not purchasing the royal enfield bike

**Table No:4.15: Table showing the service of royal enfield bike**

<b>Option</b>	<b>No. of Respondents</b>	<b>Percentage</b>
Showroom	30	60%
Well known bullet mechanic	10	20%
Nearby garage	10	20%
Self service	0	0%
<b>Total</b>	<b>50</b>	<b>100</b>

**Chart NO:4.15. Showing the service of royal enfield bike**



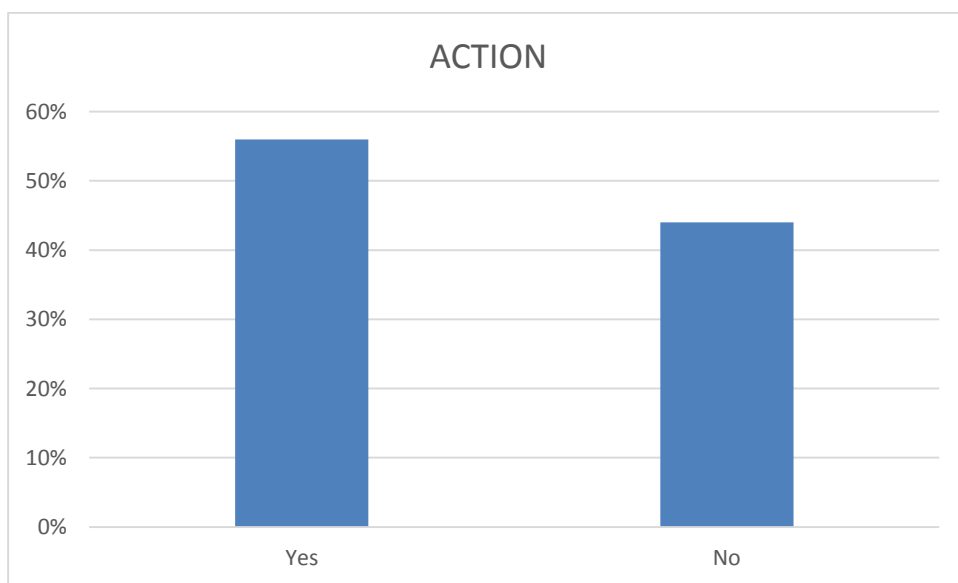
**Interpretation**

From the above analysis the respondents for the service of Royal enfield are satisfied with the service provided in the showroom

**Table no:4. 16: Table showing that company takes action towards the complaints**

<b>Option</b>	<b>No. of Respondents</b>	<b>Percentage</b>
Yes	28	56%
No	22	44%
Total	50	100

**Chart No:4.16: Showing the company takes action towards complaint**



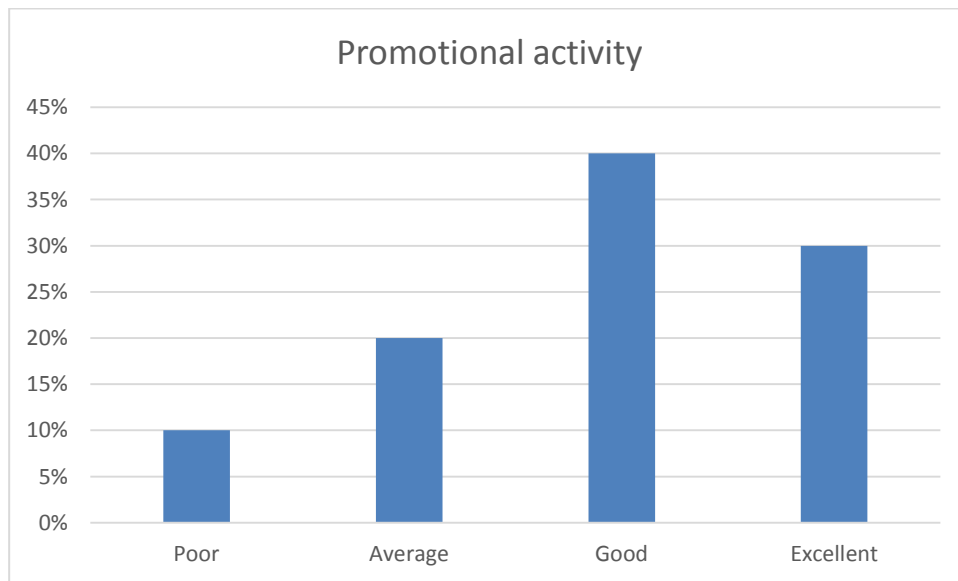
**Interpretation**

From the above analysis the customers respondent says that company takes action towards the complaints

**Table no:4. 17 Table showing that employees are satisfied with the various promotional activities conducted at Eicher motors to influence customer?**

<b>Option</b>	<b>No. of Respondents</b>	<b>Percentage</b>
Poor	5	10%
Average	10	20%
Good	20	40%
Excellent	15	30%
Total	50	100

**Chart Nno:4.17. Showing the promotional activity**



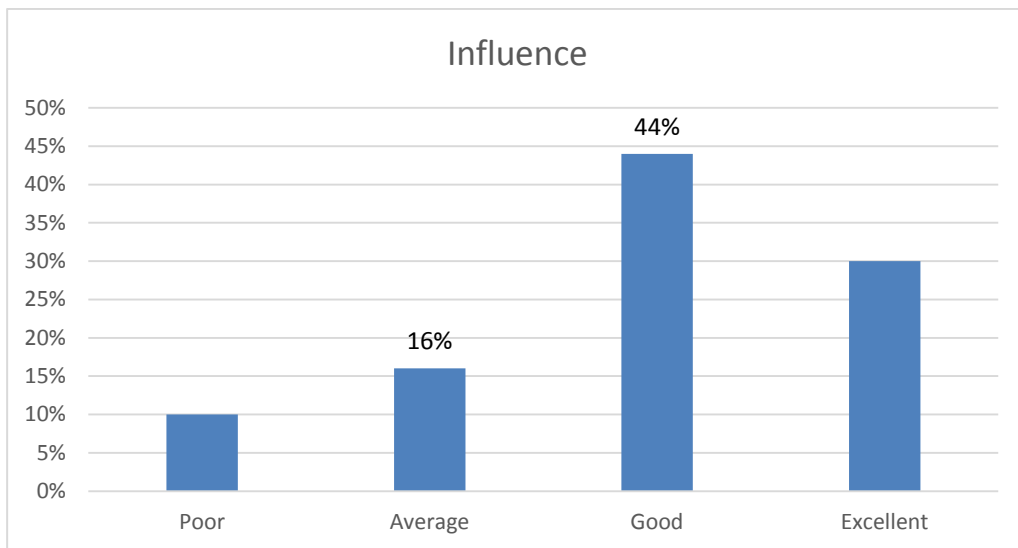
**Interpretation**

From the above analysis it is said that the various promotional activities conducted by Eicher motors to influence customer are excellent with the services provide

**Table no:4.18 : Table showing the dealers can influence the customers**

Option	No. of Respondents	Percentage
Poor	5	10%
Average	8	16%
Good	22	44%
Excellent	15	30%
Total	50	100

**Chart :4.18 Showing the dealers can influence the customers**



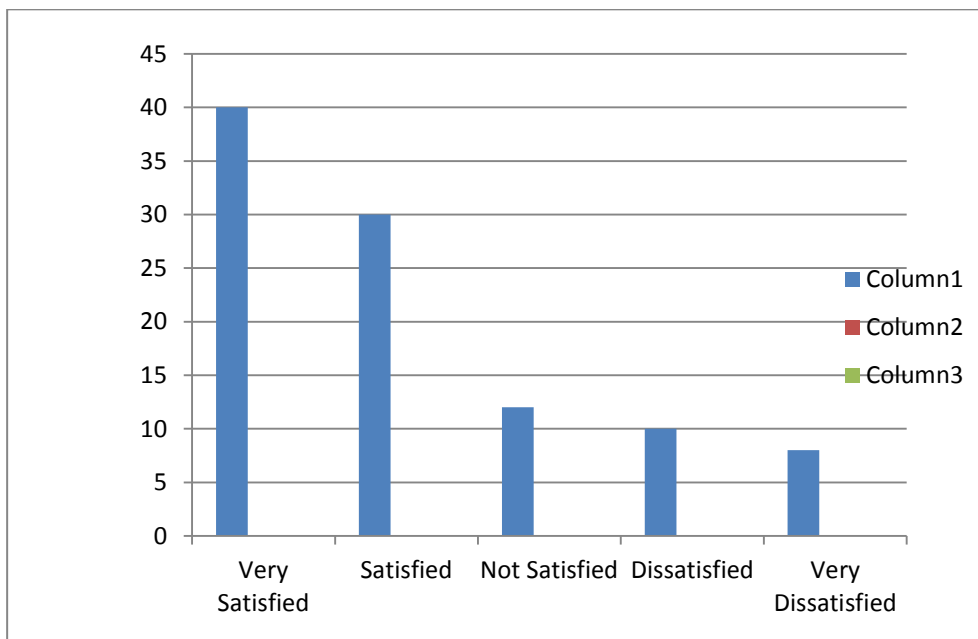
**Interpretation**

From the above analysis it is said that most of the dealers can influence the customers in purchasing of motor bikes they have responded that high level of influencing to purchase the motor bikes.

**Table no:4.19 : Table showing the satisfaction of customers.**

Options	No. of Respondents	Percentage
Very Satisfied	20	40%
Satisfied	15	30%
Not Satisfied	6	12%
Dissatisfied	5	10%
Very Dissatisfied	4	8%
Total	50	100%

**Chart no:4. 19 Showing the satisfaction of customers**



### **Interpretation**

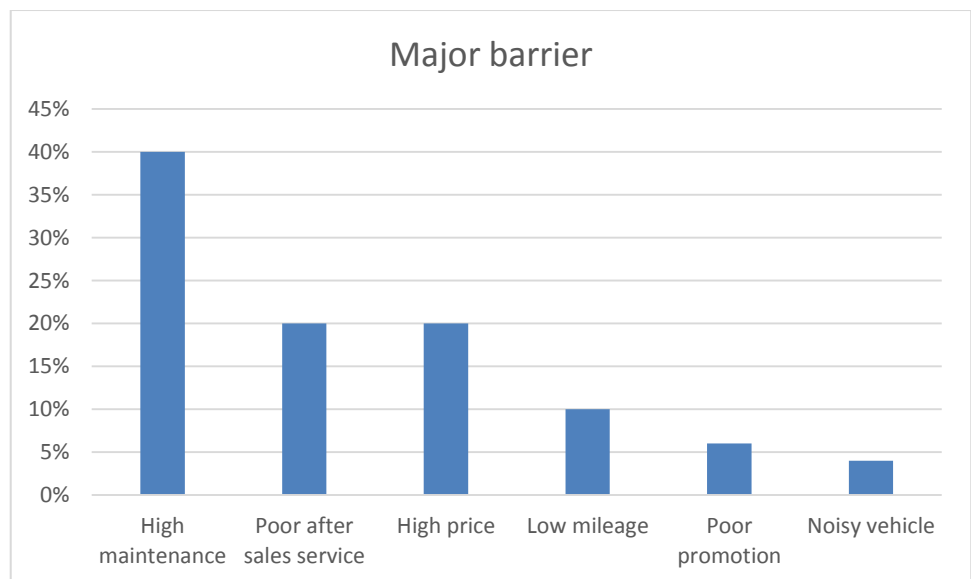
From the above analysis we interpret that majority of the respondents are very satisfied with their experience.



**Tableno:4.20:TableshowingthemajorbarrierfornotpurchasingRoyale  
nfieldbikes by non-bulletriders?**

<b>Option</b>	<b>No. of Respondents</b>	<b>Percentage</b>
High maintenance	20	40%
Poor after sales service	10	20%
High price	10	20%
Low mileage	5	10%
Poor promotion	3	6%
Noisy vehicle	2	4%
total	50	100

**Chart No:4.20: Showing the major barrier for not purchasing  
Royal Enfield bikes by non-bulletriders?**



### **Interpretation**

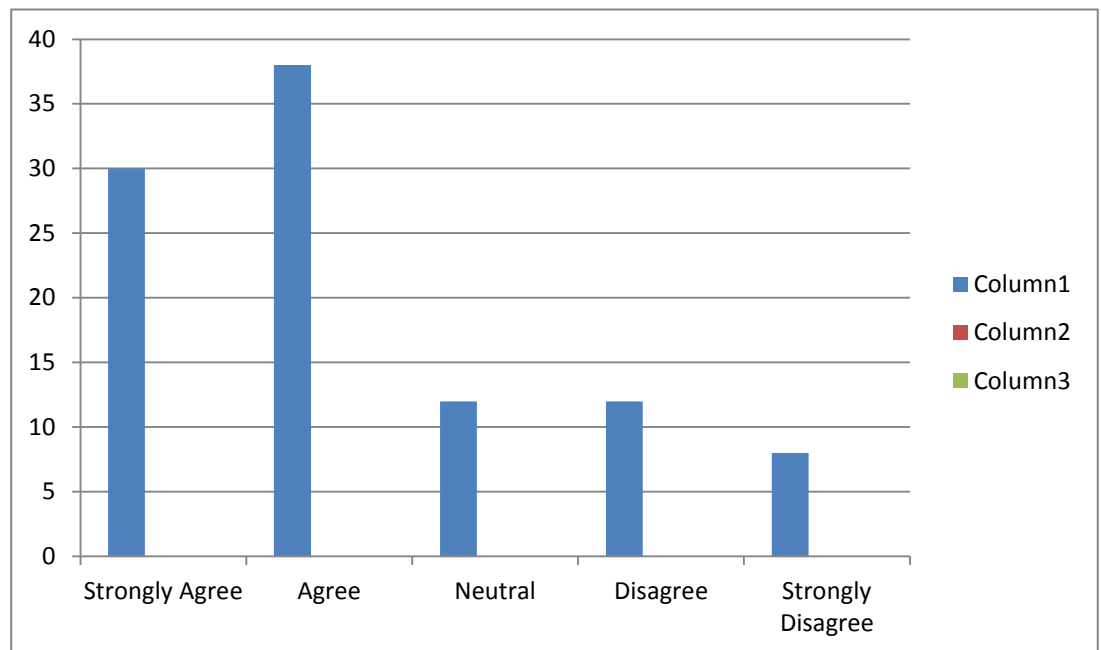
From the above analysis most of the customers who are non bullet lovers doesn't buy royal Enfield due to the high maintence level so because of this customers don't prefer to buy the bullet

**Table no:4.21 :Table showing the whether you prefer to suggest royal enfield to your friends and family.**

\*

Option	No. of Respondents	Percentage
Strongly Agree	15	30%
Agree	19	38%
Neutral	6	12%
Disagree	6	12%
Strongly Disagree	4	8%
Total	50	100%

**Chart no:4.21. showing the whether you prefer to suggest royal enfield to your friends and family.**



**Interpretation:**

Majority of respondents said so as to they would prefer to suggest royal enfield to your friends and family.

## HYPOTHESIS TESTING

		Customer experience	Brand loyalty
Customer experience	Correlation	1	.470
	Significance level	-	.002
Brand loyalty	Correlation	.470	1
	Significance level	.002	-

**Analysis:** From the above table the correlation value between the customer experience and brand loyalty is .470 and significance level is .002

**Interpretation:** From the above analysis it can be interpreted that there is a positive important association between client knowledge and the product reliability. Hence the alternative hypothesis can be accepted and null hypothesis is rejected

## **CHAPTER 5**

### **FINDINGS, SUGGESIONS, CONCLUSION**

#### **FINDINGS**

- Majority of the respondents have owned thunderbird and bullet 100 bikes
- Majority of the respondents customers prefer to purchase a bike through cash
- Majority of the respondents of bike information is collected by newspaper and magazines
- Best part of the customers is happy with the mileage capacity of the bike
- Majority of the customers purchase level are interested to buying through the company
- It is found that availability of spare part of the motorbike are obtainable in the marketplace area anytime
- It is found that company provide the beneficiary purposes for the customers within a time
- Company provides the sample information in detailed along with the relevant materials to the customers to know more.
- Greater part of the clients is satisfied with the level of respect after the sales in the company.
- From the above analysis it can be interpreted that there is a constructive major connection between buyerknowledge and the kindloyalty. Hence the alternative hypothesis canbe accepted and null hypothesis isrejected

## SUGESSTIONS:

- Aggressive selling-The corporation should pursue a forceful advertising idea. A non-forceful selling idea is plainly clear in its publicizing effort which does not strike on the client somewhat plans to give information in an in conspicuous method
- Promotional crusade The Royal Enfield promotions seen on electronic and print media are totally distant from the Indian culture and point of view. An India customer of their pay stage has a delicate angle for conventions and background of India. Thus, all company as well as marketplace pioneers like Hero Honda and Bajajtake advantage of on this conduct of clients and design their advertisement battles remembering India.
- Should get better the after deals administration During the study it was discovered that Royal Enfield isn't fulfilling every one of their clients in after deals administrations, workers at vendor sometimes utilize unforgiving words and become inconsiderate to the clients, portions of the bicycle are not effectively available in the market. This is the real downside in catching the piece of the pie so Royal Enfield should find a way to fulfill and hold their clients.
- Increase in client question reaction during the investigation it was discovered that sellers are not fulfilling the inquiries of clients thus proposed to build client inquiry reaction by dealers.
- early life arranged advancement corporation should concentrate more on younger creationas it can expand deals
- Advertising correspondence It should concentrate on fulfilling the requirements for Respect, Power, Safety and calm.
- Brand envoy A non-flashy well-fabricated brand representative may be chosen to speak to the Brand. It is vital for Royal Enfield to have a brand representative from India to interface with the Indian client.

## CONCLUSION

Royal Enfield sellers to grasp the clients be content or not. If not what are principal purposes behind discontent of client with the trader and what are the strategies for humanizing the satisfaction measurement of customer towards seller.

We be able to close increasingly young age and center age are continuously fascinated by Royal Enfield, the obtaining conduct is directed commonly by the necessity for Power and prominent Brand and customers are generally expert Males, 20-35 years of age, counting a couple of understudies. Most by far of the clients are dismantled in to as of late at large Classic 350/500, moreover clients are viably dealing with the expense of Royal Enfield bike plus clients are aswoundingly relentless towards the brand Royal Enfield.

Regal Enfield be supposed to give attention to on its publicizing exertion to accomplish the clients, ileage of the Royal Enfield bikes is uncommonly traditionalist and most by far of them need to buy their bike new out of the plastic new from display area with the additional part obtainable in marketplace successfully.

Imperial Enfield has a dumbfounding approval level inside the client for its power, Pick up, calm, prosperity.

Obviously Royal Enfield checks at the complaint enrolled by their clients on customary reason to keep up its picture regard and complete Royal Enfield owner are enthusiastic Royal Enfieldfans

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Websites:

[www.royalencfield.com](http://www.royalencfield.com)

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## QUESTIONNAIRE:

1. Which copy of Royal Enfield does you presently own?
  - a)bullet 500      b) Thunder bird      c) bullet electra
  - d)machismo500      e) bullet 350      f) classic 350/500
2. How do purchase the Bike?
  - a) Cash      b)loan
3. Please specify your bike's mileage?
  - a) 45km/lit above   b)40-45   c)35-40      d)30-35   e)Below 30
4. Are you satisfied with the bikes mileage?
  - a) Yes   b) No
5. Which place did you prefer to purchase your Royal Enfield bike?
  - a) Showroom   b)Direct secondhand   c)Used vehicle dealership
6. Availability of spare parts in market?
  - a) Readily available      b)Don't get them readily
  - c) Don't have good spares supply      d) Major headache
7. Any major problems after purchasing Royal Enfield bike?
  - a)No problem   b)High maintenance   c)Poor after sales service
  - d)High price      e)Low mileage      f)Noisy vehicle
8. How long is the waiting period for the purchasing of bikes from your Showroom?
  - a)0-1      b)1-2      c)2-3   d)3-4      e)4 and above
9. Do you provide sample information to the customers about the product along with the relevant materials like Catalogues, brochures etc.
  - a)Always      b)Often      c)Sometimes      d)Rarely      e)never
10. How you rate for your satisfaction level with respect to power and pick up of your Royal Enfield bike?
  - a) Poor      b)Average      c)Good      d)Excellent

11. How you rate for your satisfaction level with respect to comfort and safety of your Royal Enfield bike?

- a) Poor    b) Average    c) Good    d) Excellent

12. How you rate for your satisfaction level with respect to after sales service of your Royal Enfield bike?

- a) Poor    b) Average    c) Good    d) Excellent

13. Do you think is the major barrier for not purchasing Royal Enfield bikes by non- bullet riders?

- a) High maintenance    b) Poor after sales service    c) High price  
d) Low mileage    e) Poor promotion    f) Noisy vehicle

14. Where do you service your Royal Enfield bike?

- a) Showroom    b) Well known bullet mechanic  
c) Nearby garage    d) Self service

15. Do you agree that company takes action towards the complaints lodged by the customers?

- a) Yes    b) no

16. Are you satisfied with the various promotional activities conducted by Eicher motors to influence customer?

- a) Poor    b) Average    c) Good    d) Excellent

17. Do you agree that dealers can influence the customers in purchasing of motorbikes?

- a) Poor    b) Average    c) Good    d) Excellent

18. Overall, how satisfied are you with your experience?

- a) Strongly agree  
b) Agree  
c) Neutral  
d) Disagree

19. What do you think is the major barrier for not purchasing Royal Enfield bikes by non-bullet riders?

- a) High maintenance
- b) Poor after sales service
- c) High price
- d) Low mileage
- e) Poor promotion
- f) Noisy vehicle

21 You prefer to suggest royal Enfield to your friends and family?

- e) Strongly agree
- f) Agree
- g) Nutral
- h) Disagree
- i) Strongly disagree



ACHARYA INSTITUTE OF TECHNOLOGY  
DEPARTMENT OF MBA

PROJECT(17MBAPR407) -WEEKLY REPORT

NAME OF THE STUDENT: VIVEK.R

INTERNAL GUIDE: ARCHANA VIJAY

USN: 1AZIAMBAS9

COMPANY NAME: EICHER MOTORS

WEEK	WORK UNDERTAKEN	EXTERNAL GUIDE SIGNATURE	INTERNAL GUIDE SIGNATURE
3 <sup>rd</sup> Jan 2019 – 9 <sup>th</sup> Jan 2019	Industry Profile and Company Profile		
10 <sup>th</sup> Jan 2019 – 17 <sup>th</sup> Jan 2019	Preparation of Research instrument for data collection		
18 <sup>th</sup> Jan 2019 – 25 <sup>th</sup> Jan 2019	Data collection		
26 <sup>th</sup> Jan 2019 – 2 <sup>nd</sup> Feb 2019	Analysis and finalization of report		
3 <sup>rd</sup> Feb 2019 – 9 <sup>th</sup> Feb 2019	Findings and Suggestions		
10 <sup>th</sup> Feb 2019 – 16 <sup>th</sup> Feb 2019	Conclusion and Final Report		



HOD Signature

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