

PROJECT REPORT ON

“A study on the relationship between customers post purchase satisfaction and perception towards Royal Enfield bikes with special reference to Bangalore District”

SUBMITTED BY

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VISWESVARAYA TECHNOLOGICAL UNIVERSITY

BELGAVI

In partial fulfilment of the requirements for the award of the degree of

MASTER OF BUSINESS ADMINISTRATION

Under the guidance of

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2022-2023



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Date : 27-05-2023

This is to certify that **Ms. ATHMIKA K M**, USN NO: **4AL21BA013**, Student of MBA, Alva's Institute of Engineering and Technology, Mijar, Moodbidri- 574225, has successfully completed her project from **17-04-2023** to **27-05-2023** on the topic **"A study on the relationship between customers post purchase satisfaction and perception towards Royal Enfield bikes with special reference to Bangalore District."** At Kwality Mobikes Pvt Ltd. Bangalore- 560070.

During this project work, all the necessary details were provided from our side for the project. We wish her the very best in all future endeavours.


Branch Manager
Kwality Mobikes Pvt Ltd




ALVA'S INSTITUTE OF ENGINEERING & TECHNOLOGY

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Accredited by NAAC with A+ Grade and NBA (CSE & ECE)

Date: 01-09-2023

CERTIFICATE

This is to certify that **ATHMIKA K M** bearing **USN 4AL21BA013** is a bonafide student of Master of Business Administration course of the Institute in 2021-23, affiliated to Visvesvaraya Technological University, Belgaum. Project report on "**A STUDY ON THE RELATIONSHIP BETWEEN CUSTOMERS POST PURCHASE SATISFACTION AND PERCEPTION TOWARDS ROYAL ENFIELD BIKES WITH SPECIAL REFERENCE TO BANGALORE DISTRICT**" is prepared by her under the guidance of **Mr. Guruprasad Pai**, Assistant Professor, PG Department of Business Administration in partial fulfillment of the requirements for the award of the degree of Master of Business Administration of Visvesvaraya Technological University, Belgaum Karnataka.


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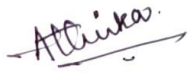
DECLARATION

I, Athmika K M, hereby declare that the project report entitled "A study on the relationship between customers post purchase satisfaction and perception towards Royal Enfield bikes with special reference to Bangalore District". Is prepared by me under the guidance of **MR. GURUPRASAD PAI B, ASSISTANT PROFESSOR, PG DEPARTMENT OF BUSINESS ADMINISTRATION**, Alva's Institute of Engineering and Technology.

I also declare that this project work is towards the partial fulfilment of the university regulation for the award of degree of Master of Business Administration by Visvesvaraya Technological University, Belgaum. I have undergone a summer project for a period of Six weeks. I further declare that this project 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: Mjar

Date: 01/09/2023


Signature of the Student

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EXECUTIVE SUMMARY

The Project work “A study on the relationship between customers post purchase satisfaction and perception towards Royal Enfield bikes with special reference to Bangalore District”, as required by the Alva’s Institute of Engineering and Technology, PG Department of Business Administration, Visvesvaraya Technological University, Belgavi.

Objectives of the Study:

- To assess the degree of satisfaction among Royal Enfield customers concerning aspects like Price, Riding experience, Speed limits, Maintenance, and Fuel consumption.
- To gain insight into the shifting perceptions of customers regarding Royal Enfield.
- To uncover the extent of preference for both contemporary and classic Royal Enfield models.

This report is divided in to five chapters. First chapter is about Introduction and History of Kwaliti Mobikes Pvt Ltd. Second Chapter shows Conceptual background and Literature review of the topic studied. Third chapter is about Research Design which contains statement of the problem, need for the study, objectives of the study, scope of the study, Research methodology, Hypotheses and limitations of the study. Fourth chapter is about Analysis and Interpretation of the data which is collected to understand the satisfaction level on Royal Enfield Bikes by the Questionnaire by using tables. Fifth chapter is about Findings, Conclusion and Suggestions based on the study. Then it contains Bibliography which is about the various websites used to collect the Literature Review and Secondary Data for the Project. Annexure contains the Questionnaire.