

PROJECT REPORT TITLED
“A STUDY ON EFFECTIVENESS OF MARKETING MIX ON CUSTOMER SATISFACTION AT
ROYAL ENFIELD, MYSORE”

Submitted By
PRAVEEN B JALI
4AL18MBA52

Submitted To



VISVESVARAYA TECHNOLOGICAL UNIVERSITY, BELGAUM

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

MASTER OF BUSINESS ADMINISTRATION

Under the guidance of

INTERNAL GUIDE

Mrs. Priya Sequiera
Assistant Professor
PG department of business administration
AIET, Mijar

EXTERNAL GUIDE

Mr. SHATHISHA.V
Manager
Abhyuday motors service Pvt Ltd



Department of Business Administration

ALVA'S INSTITUTE OF ENGINEERING & TECHNOLOGY

Shobhavana Campus, Mijar, Moodbidri, Mangalore Taluk, D.k -574225

2020



ROYAL ENFIELD

ABHYUDAY MOTORS SERVICE Pvt .Ltd.

Date:15/02/2020

TO WHOM SO EVER IT MAY CONCERN

This to certify that Mr. Praveen.B. Jali (4AL18MBA52) a MBA Student of Alva's Institute of Engineering and Technology, Moodbidri – 574225 . He has undergone the corporate exposure and successfully completed his project work at "ABHYUDAY MOTORS SERVICES Pvt. Ltd." He has Completed his project work on "A STUDY ON EFFECTIVENESS OF MARKETING MIX ON CUSTOMER SATISFACTION AT ROYAL ENFIELD AT MYSORE "From 6th January 2020 to 15th February 2020.

His performance during the training period was found good

We wish him all the best in his future endeavors.

For Abhyuday Motors Service Pvt. Ltd.
For Abhyuday Motor Service Pvt. Ltd.

Authorized Signatory
Manager



ALVA'S INSTITUTE OF ENGINEERING AND TECHNOLOGY

A Unit of Alva's Education Foundation (R)

(Affiliated to Visvesvaraya Technological University, Belagavi

Approved by AICTE, New Delhi & Recognised by Government of Karnataka)

Shobhavana Campus, Mijar, Moodbidri - 574 225, Mangalore, D.K., Karnataka State.

Phone : 08258-262724 (O), 262725 (P), Telefax:08258-262726

Email : principalaiet08@gmail.com, Web:www.aiet.org.in

24 June 2020

CERTIFICATE

This is to certify that **PRAVEEN B JALI** bearing USN **4AL18MBA52**, is a bonafide student of PG Department of Business Administration of Alva's Institute of Engineering and Technology, Mijar, affiliated to Visvesvaraya Technological University, Belagavi. The project report titled "**A STUDY ON EFFECTIVENESS OF MARKETING MIX ON CUSTOMER SATISFACTION AT ROYAL ENFIELD**" is prepared by him under the guidance of Mrs. Priya Sequeira, 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, Belagavi, Karnataka.

Mrs. Priya Sequeira
Signature of Internal Guide

Dr. Claret Mendonca
Signature of HOD

Dr. Peter Fernandes
Signature of Principal

PRINCIPAL
Alva's Institute of Engg. & Technology,
Mijar, MOODBIDRI - 574 225, D.K

DECLARATION

I, PRAVEEN B JALI (4AL18MBA52), hereby declare that this project report entitled “Effectiveness of Marketing Mix on Customer Satisfaction at Royal Enfield, Mysore, is Prepared under the guidance of Mrs Priya Sequeira, faculty MBA Department, Alva’s Institute of engineering and technology and by the external assistance by Mr.SATHISHA .V(HR Manager,) I also declare that this internship work is towards the partial fulfilment of 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 6 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 or diploma from any other university/institution.



Place: MIJAR
Date : 6/07/2020

PRAVEEN B JALI
(4AL18MBA52)

ACKNOWLEDGMENT

I take this opportunity to express my sincere gratitude to all for the grace bestowed on me during the project work. The completion of this project will be incomplete without mentioning all the people who helped me to make it possible, whose guidance and encouragement were valuable.

First, I sincerely thank our institute Alva's Institute of Engineering and Technology I immensely acknowledge and thank our college Principle Dr Peter Fernandez and Dr Claret Mendonca, Head of the Department.

I express my gratitude to my guide Mrs. Priya Siqueira for guiding me by offering suggestions and making useful comments during entire course of my study.

It's my privilege to than Mr Sathisha.V HR Manager of Abhyuday Motors Service Pvt Ltd., found for granting the permission to do the project by giving a timely guidance and co-operation as external guide.

Finally, I thank my parents and friends who have helped me to successful completion of this project work.

TABLE OF CONTENT

CHAPETR NO.	PARTICULARS	PAGE. NO.
CHAPTER 1	INTRODUCTION	1-36
CHAPTER 2	LITRATURE REVIEW	37-44
CHAPTER 3	RESEARCH DESIGN	45-51
CHAPTER 3	DATA ANALYSIS AND INTERPRETATION	52-82
CHAPTER 4	SUMMARY OF FINDINGS, SUGGESTIONS AND CONCLUSION	83-86
ANN EXTURE		
BIBLIOGRAPHY		

LIST OF TABLES

Graph no	DESCRIPTION	Page no
01	Table showing gender of the respondents	51-51
02	Table showing marital status of the respondents	52-52
03	Table showing age of the respondents	53-53
04	Table showing educational qualification of the respondents	54-54
05	Table showing annual income of the respondents	55-55
06	Table showing about maintaining the quality of their organization	56-56
07	Table showing the comfort/ride ability of the royal Enfield	57-57
08	Table showing the durability of royal Enfield	58-58
09	Table showing the preference factors of royal Enfield	59-59
10	Table showing satisfaction towards discounts offered by royal Enfield	60-60
11	Table showing the opinion about the insurance facilities of royal Enfield	61-61
12	Table showing satisfaction level towards the high pricing structure of royal Enfield	62-62
13	Table showing the satisfaction towards number of outlets available for royal Enfield	63-63
14	Table showing the outlets attracts the customer to buy the products	64-64
15	Table showing the outlets are convenience or ease to purchase	65-65
16	Table showing satisfaction towards the infrastructure facilities of royal Enfield	66-66
17	Table showing that how the respondents come to know about royal Enfield	67-67
18	Table showing whether royal Enfield is doing an excellent personal selling/direct marketing	68-68
19	Table showing the satisfaction towards the promotional activities of royal Enfield	69-69
20	Table showing promotional tool of royal Enfield is effective for Communication	70-70
21	Table showing satisfaction towards the over all performance of the royal Enfield	71-71
22	Table showing important satisfying factors	72-72

LIST OF GRAPHS

GRAPH NO	DESCRIPTION	PAGE NO
01	Graph showing gender of the respondents	51-51
02	Graph showing age of the respondents	52-52
03	Graph showing marital status of the respondents	53-53
04	Graph showing educational qualification of the respondents	54-54
05	Graph showing annual income of the respondents	55-55
06	Graph showing about maintaining the quality of their organization	56-56
07	Graph showing the com fort/ride ability of the royal Enfield	57-57
08	Graph showing the durability of royal Enfield	58-58
09	Graph showing the preference factors of royal Enfield	59-59
10	Graph showing satisfaction towards discounts offered by royal Enfield	60-60
11	Graph showing the opinion about the insurance facilities of royal Enfield	61-61
12	Graph showing satisfaction level towards the high pricing structure of royal Enfield	62-62
13	Graph showing the satisfaction towards number of outlets available for royal Enfield	63-63
14	Graph showing the outlets attracts the customer to buy the products	64-64
15	Graph showing the outlets are convenience or ease to purchase	65-65
16	Graph showing satisfaction towards the infrastructure facilities of royal Enfield	66-66
17	Graph showing that how the respondents come to know about royal Enfield	67-67
18	Graph showing whether royal Enfield is doing an excellent personal selling/direct marketing	68-68
19	Graph showing the satisfaction towards the promotional activities of royal Enfield	69-69
20	Graph showing promotional tool of royal Enfield is effective for Communication	70-70
21	Graph showing satisfaction towards the over all performance of the royal Enfield	71-71
22	Graph showing important satisfying factors	72-72

Executive summary:

This project is partial fulfillment of requirement of MBA 4th semester, department of management Studies, ALVAS INSTITUTE OF ENGINEERING AND TECHNOLOGY. The organization which is selected for study is Abhyuday motors & services Ltd of royal Enfield. The project focuses on “A STUDY ON EFFECTIVENESS OF MARKETING MIX ON CUSTOMER SATISFACTION AT ROYAL ENFIELD Ltd., MYSORE.

The purpose of the study is to measure the effectiveness of marketing mix to understand the customer satisfaction of Brand Royal Enfield. The study could provide appropriate and timely information about the positions and the performance levels of marketing mix of customer satisfaction of royal Enfield.

The study is segregated in to 5 chapters.

The first chapter is introduction about the internship, need for the study, and objectives of the study, scope of the study, methodology adopted, literature review and limitations of the study. The 2nd chapter contains industry and company profile, promoters, infrastructure facilities, the information about competitors, MC Kinney’s frame work, SWOT analysis, future growth and it gives knowledge about financial health of the organization. Chapter three contains theoretical information about the topic and the chapter four contains the data analysis and interpretation. The chapter five deals with the conclusion of the study and gives suggestions based on findings, bibliography and annexure.