

Consumer behavior case analysis

[Business](#), [Management](#)



Consumer behavior case analysis Introduction In the case analysis, there exist a number of consumer problems that the management should deal with. The consumer problems include the following, the issue if the Harley Davidson should continue sponsoring the posse ride. That will have a direct impact on the relationship that exists between the company and the customers. Sponsoring the race can be viewed as part of the corporate responsibility of the company. The other consumer problem that exists is the issue of the role that the ride plays in the HOG event mix. The other consumer problem is how the ride should be formulated in an attempt to maximize efficiency and profitability of the company (Fournier 1). Efficiency in the company will be increased when the customers are able to know about the company via the rides. That will cut on the cost that the company will use on advertising. That in one way will increase efficiency of the company's advertising campaign and in another way increase the profitability of the company. Profitability will increase because of the reduced advertising costs.

Body

Harley should hold on to the ride as it has shown benefits to the customers and also to HOG. Customers get a great experience during the ride when they get to interact with the other customers and HOG personnel. This in turn is a good marketing strategy, because when the customer is happy the sales will improve. Alternatively, because the rides go on getting better, it would be appropriate just to keep them running rather than do away with them (Fournier 7).

The Posse Rides bring customers together, help them bond and with other

customers, together with their HOG staff. Judging from the riders comments, where some talk of finding new friends, as Brad, Marie, and Jim Stephens did. When executives participate in the ride, they get to know about the Halley customers, and to more understand their needs. Through the interactions they have, the executives are able to get the customers opinions and to better understand their view on the product and get to know how best to improve the next brand.

The Posse Ride is also a marketing strategy as people get to know about the brand as they get to test the product. The Ride also removes a notion that being a rider is a very funny hobby, as one of the riders commented that her kids did not support her being a rider and sometimes were embarrassed, but after the ride, they have to embrace her being a rider.

The Ride has a lot of benefit to the customer in the following areas, based on the research done from the Posse Ride; they get a travelling experience through the adventure they get from the Ride. They get to escape from their everyday life and corporate environment, and they get to experience a fun time. Most customers are up for the challenge that the Ride offers. As for the riders, they get to meet other riders and compete as they compare speeds. The Ride also offers a great plan to a family that is planning a family outing, holiday, or getaway, as the Ride also offers even a car seat to kids with the T-shirts offered to all.

Since the most of the riders participated in the ride for the challenge, the HOG should think of more challenging activities and events that will attract more riders. HOG should also get to involve the riders with the destination choice to avoid many critics on the plans of the ride.

They should either increase the limit of registration to avoid most riders being left out of the registration (Fournier 18).

In conclusion, the posse ride is an all rounded event. The event is all rounded because it ensures that the company cuts its advertising costs. That is a positive thing for the company. It is a positive thing because it promotes the brand of the company. The race will change the perception of people on bikers and that will promote the purchase of the company products. In conclusion, the idea is a brilliant and humble one.

Work cited

Fournier Susan. Building brand community on Harley Davidson Posse ride. 2000. Print.