A STUDY ON CUSTOMERS' SATISFACTION TOWARDS HARLEY DAVIDSON IN COIMBATORE CITY

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ABSTRACT
Quality, satisfaction and brand loyalty are constructs that have been discussed for decades, but the concept of ultimate loyalty challenges the previously established loyalty studies. Therefore, the research aimed to: a) identify ultimate loyalty determining indicators; b) identify its antecedent constructs; c) evaluate the relationship between antecedents and ultimate loyalty. This study employs a two steps approach, qualitative and quantitative. In the first, we identified, through semi-structured interviews, determining attributes in shaping group loyalty. Based on such data, a survey questionnaire was elaborated with 32 statements. The sample of both steps was composed of Harley-Davidson customers. For data analysis, Partial Least Squares (PLS) was used. From the results, it can be stated that the constructs product uniqueness, adorable product, product desirable by a defined market segment and individual fortitude are constructs that drive ultimate loyalty. It is also observed that belonging to a social network is not an important predictor of ultimate loyalty.

INTRODUCTION

Harley –Davidson India is a wholly owned subsidiary of Harley – Davidson, based in Gurugram. Haryana, India. Harley – Davidson India commenced operation in August 2009 and appointed its first dealership in July 2010. Harley Davidson offers a range of 11 models in India from each of its 6 platform – Sportster, Dyna, Softail, V- Rod, Touring and street – in addition to a full range of parts. Accessories, and general merchandise, available through authorized dealership. The company has 16 dealership facilities across India: New Delhi, Gurugram, Chandigarh, Mumbai, Hyderabad, Bangalore, Chennai, kochi, Kolkata, Ahmedabad, Indore, Pune, Goa, Guwahati and Jaipur. In 2011, the company also set up an assembly unit at Bawal, Haryana. In 2011, Harley – Davidson India began the assembly of its Sportster line followed by the assembly of the Dyna line in 2012 and Softail line 2013. In 2014, Harley – Davidson began manufacturing facility outside of the US. The street platform is jointly manufactured at Harley – Davidson's US and India plants. The street 750 is also exported to Europe and Asia markets form India.

By the way of analysis customer perception we can clearly understood how much a firm treats its customers, what is the quality of their product, is it capable to serve the dynamic needs of customers what will be their further in what they need to making changes etc.

India has emerged as the world's largest market for Two- Wheeler and the strong growth trend continues in the month of May 2018, with a total of

18,50,093(Eighteen lakh) new two- year for the industry according to reports out of society of Indian Automobile Manufacturers are at 9.19%. Interestingly this month, the sale charts were led by motorcycles with scooters taking the backseat and registering negative growth, when compared with the same month last year. Picking up the growth for the remainder of the industry was the motorcycle market which grew from 10,60,744 vehicles sold in May 2017, to 12,21,744 vehicles sold in 2018 These changes in customers preference had an impact on the features of the players. The erstwhile leaders have either perished or have significantly lost market share, where as new leader emerged. With an expanding market and entry of new player of the last few years. The Indian two wheeler industry is now approaching a stage of maturity.

Previously, there were only a handful of two wheeler models available in the country. currently, India is the second largest producer of two wheeler in the world. It stands next to China and Japan in terms of number of two wheeler produced and sales of two wheeler respectively. There are many two wheeler industry and Hero Moto Crop ltd, Honda Motorcycles& Scooters India, TVS Motor company, Bajaj Auto Limited, Royal Enfield, India Yamaha Motor 93% of the sales in the sales in the domestic two wheeler market. Its is note worthy that motorbikes segment's share a just be 80% of the total two wheeler market in India which is dominated by Hero Moto Crop with a market share 49%. Scooter segment's market share is about 18% which led by Honda motorcycles & scooter India. Private ltd with a market share of 43%. There fourth of the total export in the two wheeler automobile industry are made in the motorcycles segment. Export are made mainly for the south east Asian and SAARC nation. The level of technology change in the motor vehicles industry has been high but, the rate of change in technology has been medium.

STATEMENT OF THE PROBLEM
The study helped in knowing about the customer satisfaction level towards Harley Davidson. It also helped to analysis the dealer's attitude towards the service and benefits rendered by the company.

OBJECTIVES OF THE STUDY
- To analyses the level of awareness about the purchase of Harley Davidson bikes.
- To explore the level of satisfaction towards Harley Davidson bikes.
- To analyses the problems faced by the customers in using Harley Davidson bikes.
- To evaluate the attitude of customers towards Harley Davidson.

LIMITATIONS OF THE STUDY
- The study has been restricted to Coimbatore city and thus making the sample small.
- The study is limited to Harley Davidson owners.

TOOLS FOR ANALYSIS
- Percentage analysis
- Likert's scale analysis
- Rank correlation analysis.

REVIEW OF LITERATURE
- **Falco, Charles ;** Guggenheim Museum Staff **(1998)[1]** The book explains the steps in the evolution of motorcycle. The book is divided into several chapters which deal with different aspect of motorcycle engineering. The pages from 24-31 explains 71 how the motorcycle technology was improved to meet the contemporary technological demands.
- **Mr. Subhadip Roy (2006) Mohnot (2002)[2]:** In his study of Two Wheelers he out from the standpoint of means of personal transportation. The two wheeler has become an expression of the owners' personality. The (customer in making his choice does evaluate the product in terms of utility. Fuel economy, reliability, maintenance, affordability, performance, good after – sales service at reasonable cost, availability of space parts at economical prices, looks, safety and comfort and case of riding for driving . total sales of two wheeler in first eight months of 200 1-02 had increased to 2.70 million units from 1.33 million units in the corresponding period of the proceeding year.
- **Oxford university (2005) "** A two-wheeler motor – driven road vehicles, resembling a bicycle but powered by an internal-combustion engine; (now) spec. one with an engine capacity, top speed or weight greater than that of a moped."

DATA ANALYSIS AND INTERPRETATION

In this chapter, the analysis and interpretation of " A Study on Consumers Perception and Satisfaction on Harley Davidson motorcycle in Coimbatore City" based on a sample size of 90 respondents selected from Coimbatore city through a questionnaire comprising of 21 questions is presented. The collected data are classified and tabulated and further the following statistical measures are also employed in fulfilling the objectives of the study.

- Simple percentage analysis
- Likert scale analysis
- Rank analysis

SIMPLE PERCENTAGE ANALYSIS

The percentage analysis is usually employed in any study relating to social science to assess the distribution of respondents under each classification. The distributions of the respondents are expressed in percentage, to facilitate comparison.

FORMULA

$$PERCENTAGE = \frac{Number\ of\ Respondents}{Total\ number\ of\ Respondents} \times 100$$

TABLE .1
TABLE SHOWING GENDER OF THE RESPONDENTS

S.NO	GENDER	NO. OF RESPONDENTS	PERCENTAGE (%)
1	MALE	74	82
2	FEMALE	16	18
	TOTAL	90	100

INTREPRETATION
The above table.1 shows that among the consumer surveyed for Harley Davidson motorcycle 18% are female and 82 are male.

Majority (82%) of the respondents are male

TABLE.2
TABLE SHOWING THE USE OF HARLEY DAVIDSON BY THE RESPONDENTS

S.NO	PARTICULARS	NO. OF RESPONDENTS	PERCENTAGE
1	College	28	31
2	Work	16	18
3	Adventure	46	51
	TOTAL	90	100

INTERPRETATION
The above table.2 shows that 31% of the respondents use for college. 18 % of the respondents use for work 51 % of the respondents use for Adventure .
Majority 51% of the respondents for Adventure.

LIKERT SCALE ANALYSIS
The Likert Scale is a raising scale that's often used when surveying your customer regarding their experiences with your brand – from the service they were provided to the overall effectiveness of your product.

FORMULA

LIKERT SCALE = SUM OF (FX)/NUMBEROF RESPONDENTS

F= NO. OF RESPONDENTS X = LIKERT

SCALE VALUE

(FX)=TOTAL SCORE

TABLE.3
TABLE ON LEVEL OF RESPECT TO HARLEY DAVIDSON MOTORCYCLE.

S.NO	FACTORS	NO. OF RESPONDENTS	LIKERT SCALE VALUE (X)	TOTAL (FX)
1	Highly satisfied	46	5	230
2	Satisfied	29	4	116
3	Neutral	9	3	27
4	Dissatisfied	4	2	8
5	Highly Dissatisfied	2	1	2
TOTAL		90		383

Likert scale = sum (FX) / total no. of respondents

=sum (383/90)

= 4

INTERPRETATION

From the above table about the level of satisfaction regarding the level of respect to Harley Davidson Likert Scale value is 4 which are greater than the mid value(3). Hence the customers are most of the members are highly satisfied.

TABLE.4
TABLE ON SUGGESTION OF HARLEY DAVIDSON BIKES ON INDIAN ROAD BY THE RESPONDENTS

S.NO	FACTORS	NO.OF RESPONDENTS	LIKERT SCALE VALUE (X)	TOTAL (FX)
1	Highly satisfied	7	5	35
2	Satisfied	15	4	60
3	Neutral	39	3	117
4	Dissatisfied	12	2	24
5	Highly Dissatisfied	17	1	17
	Total	90		253

From the above table the suggestion of Harley Davidson bike on Indian road Likert Scale value is 3 which are greater than the mid value(3). Hence the customers satisfied.

INTERPRETATION

Likert scale = sum (FX)/ No. of respondents

= 253/90

= 3

RANK ANALSIS

A Rank Analysis is any of several statistics that measure an ordinal association. The relationship between ranking of different ordinal variables or different ranking of the same variable. Where a "ranking" is the assignment of the label "First", "second", "third" etc.., to different observations of particular variable. A Rank analysis measure the degree of similarity two rankings, and can be used to assess the significance of the relation between them.

TABLE.5
TABLE ON THE RANK OF THE BIKE ACCORDING TO THE RESPONDENTS

PARTICULARS	1	2	3	4	5	TOTAL	RANK
PERFORMANCE	18(5) =90	23(4) =92	19(3) =57	13(2) =26	17(1) =17	282	1
BELTCHAIN	16(5) =80	17(4) =68	24(3) =72	15(2) =30	18(1) =18	268	5
V-TWIN	16(5) =80	17(4) =68	21(3) =63	19(2) 38	17(1) 17	266	6
PICK UP	17(5) =85	23(4) =92	13(3) =39	22(2) =44	15(1) =15	275	3
SOUND	18(5) =90	17(4) =68	21(3) =63	15(2) =30	19(1) =19	270	4
STYLE	24(5) =120	13(4) =52	21(3) =63	14(2) =28	18(1) =18	281	2

INTERPRETATION
The table shows that out of 90 respondents, Performance is in the rank 1, Style is in the rank 2.

FINDINGS, SUGGESTIONS AND CONCLUSION
FINDINGS
- ❖ From the study majority of the respondents are Male.
- ❖ From the study majority of the respondents are Businessman.
- ❖ From the study majority of the respondents have a family income between Rs. 1,00,001 – Rs 1,50,000.
- ❖ From the study majority of the respondents are influenced in the Sound/Style.
- ❖ From the study majority of the respondents are influenced by Friends.
- ❖ From the study majority of the respondents use for Adventure.
- ❖ From the study majority of the respondents says that it is parts are Not Available.
- ❖ Factors capable to attract customers attention towards the purchase of Harley Davidson were speed, design, mileage, price, reliability, style, brand image.
- ❖ Majority 37% of the respondents are influenced in the Sound/Style.
- ❖ ISO Certification, trained mechanics, after sales services were the factors where users showed satisfaction for the concerned brand/company.

SUGGESTIONS
- ❖ As the customers feel that the employees are not supporting and not providing proper service, the companies should provide proper service and be increasing the after sales services activity.
- ❖ Based on the data majority of the customers are students who own Harley Davidson motorcycle.
- ❖ So Harley Davidson should give more affordable price. Comfortable / sitting is also important for the customer. The comfort of while riding should be great seat.

CONCLUSION
Demographic factors are playing a major role in deciding the satisfaction. The findings clearly indicate that perception highly attracted towards Harley Davidson and its features generate that lead to consumer satisfaction. A proper understanding of requirement of customers will help the marketer to formulate a strategy to maintain a long lasting relationship with the customers. If marketer create a unique value by themselves, they can easily win the hearts of customers.

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