

Harley Davidson's CBBE Model Analysis

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Abstract: How to measure a brand? Keller believed that the establishment of the CBBE model depends on a premise, that is, brand power exists in consumers' cognition, feeling, and experience of sub-brands; that is to say, brand power is the sum of all brand experiences existing in consumers' hearts over time (Keller, 2001). The six dimensions that make up the model (a strong brand) are salience, performance, judgment, imagery, feeling, and resonance. Among them, "performance" and "judgment" are based on the "rational" level, "image" and "feeling" are based on the "perceptual" level.

Keywords: Harley Davidson; CBBE Model; Brand; Consumers

1 Salience

The original Harley was built in 1903 by William Harley and Arthur Davidson in a log cabin and was named after both men (About Harley-Davidson | Harley-Davidson United Kingdom, n.d.). Harley has been synonymous with America for more than a century, and the image of Harley's motorcycles has taken root in the hearts of fans around the world, who are fanatically loyal to the V-twin-cylinder cars and the companies that make them (Wünsch, 2018). In the aspect of brand recognition, Harley has done an excellent job. Customers have a complete awareness of the brand, and the brand awareness is high. The brand awareness is not only about the logo and name. When car fans think of Harley, they think of its motorcycle and service.

2 Performance

It is not an exaggeration to call the Harley-Davidson the prototype of the existing motorcycle on the market (Davies, 2008). Harley sells heavy-duty motorcycles (over 750cc) designed specifically for road cruising. The Harley Davidson motorcycle has a unique design and excellent performance and has led to a trend of custom heavy motorcycles known as the "Chopper" style (Gregory, 2005). As a bike manufacturing brand, Harley's primary characteristic is enough to give consumers a high brand belief level.

According to the 2016 Consumer Reports Reliability and Customer Satisfaction Survey of American Motorcycles, Harley Davidson had the highest rate of repair problems, with 26 percent of new vehicles requiring repairs. However, in customer satisfaction surveys, Harley fared well, with 72 percent of Harley owners saying they were satisfied. Despite paying more for repairs, Harley owners will enthusiastically say that their car is reliable. The performance, maintenance, and repair of Harley Davidson motorcycles are charming (Fleming, 2016).

Harley Davidson offers various parts to Harley Davidson owners, allowing them to tailor and personalize their bikes. No other motorcycle company can offer this kind of service. When it draws to meeting customer service requirements, Harley is way ahead of the pack. Harley offers test drives and tours so owners can experience and say what they think is a sign of service empathy.

The Hyundai Harley brand of motorcycles belongs to one of the following seven model families: Touring, Softail, Dyna, Sportster, Vrod, Street, and Livewire. These model series are characterized by frame, engine, suspension, and other features (Motorcycles | Harley-Davidson United Kingdom, 2021). Harley-Davidson is created in a way that allows flexibility to be modified and redesigned by changing parts and components (Davies, 2008). This belongs to the unique style and design of Harley.

Harley motorcycle is still on the high side of the price, relative to the Japanese brands and some niche brands. Harley Davidson motorcycles rarely have discounts, but there will be related bonus activities, such as accessories or clothing, the higher the price of the purchase of the bike, the higher the value of the gift, which is also a marketing tool of Harley (Offers | Harley-Davidson United Kingdom, 2021).

3 Imagery

"Halley Spirit" is free, personality, enterprising, taste, a significant concrete performance is "always to explore the territory has not been conquered." Harley's logo mainly carries a pattern of wings, symbolizing passion, speed, freedom, and distance (About Harley-Davidson | Harley-Davidson United Kingdom, n.d.). Harley has similar personality characteristics and values with people, successfully shaping the brand image of the unique place.

Harley Davidson is known as a 100-year legend, and books have been prepared about the development of the brand. The whole second half of the 20th century is even referred to as the "Halley Age." Harley-Davidson motorcycle museum witnessed the glorious history of the one hundred enterprises, fully display the unique metal Harley-Davidson treated as products of the industrial age, texture.

Lin however domineering, pavilions are revealed in more than 400 major Harley-Davidson motorcycle, each show car bearing to spawn a unique Harley-Davidson time (Harley Davidson Museum | Harley-Davidson United Kingdom, 2021).

4 Judgments

As said earlier, the trust of fans in Harley Davidson is high, but the process of building trust in the brand has been a bumpy one. Harley was divided into different types, but the quality of light motorcycles was far inferior to that of other companies, so Harley focused on its specialty of heavy motorcycles. From 1958 to 1961, Harley Davidson proved to consumers by winning four championship races in a row and became a trusted brand (New A.M.A. Timeline, n.d.).

Harley's most significant characteristic is striving for individuality, which is also one of its brand strengths, such as the customized motorcycles mentioned earlier. The inability to find two identical Harleys makes the brand unique. Simultaneously, related accessories, including clothing, knives, and so on, also formed an extensive and unique Harley culture system (The Ultimate List of Harley Davidson Accessories, 2019).

5 Feelings

Harley's ambition is supposed to be the most desirable motorcycle brand in the world. To this end, the company has built a lifestyle brand that values the emotional connection between each product and the rider, focuses on the consumer experience, and brings adventure and freedom to the soul. Passion is the eternal pursuit and ideal of Harley. Always with a burning passion, make every motorcycle into a boutique. After 110 years of refinement, the commitment: excellence, continuous improvement, passion will never be extinguished. Harley-Davidson is a motorcycle and a unique way of life representing freedom and individuality (About Harley-Davidson | Harley-Davidson United Kingdom, n.d.).

Where there are motorcycles, there are races. By 1910, motorcycle racing was becoming a popular sport for the American public. Harley Davidson continued its strong showing from its debut, winning seven separate events in all categories, including endurance and cross-country mountain races (New A.M.A. Timeline, n.d.). In this approach, Harley-Davidson has developed the motorbike's casual lifestyle into a fun and exciting leisure activity.

6 Resonance

In 1983, Harley-Davidson launched the Harley Owners Group in response to the growing desire for drivers to share their passion and warrior selves. The establishment of H.O.G. is like a vast network worldwide, which maintains the brand loyalty of Harley-Davidson fans (Harley Owners Group | Harley-Davidson United Kingdom, n.d.). It is a big family of accomplished and dynamic Harley-Davidson fans around the world. They love leisure and adventure and are passionate about Harley Davidson products and the cycling experience. While some Harley Davidson fans may seem unconventional, including doctors, lawyers, consultants, and accountants, to the company, Harley Davidson fans are priceless. Many Harley-Davidson employees ride their motorcycles to work, take a vacation, and race in rallies with other Harley-Davidson owners. The concept of being close to the consumer is part of Harley Davidson's success factors. Harley Davidson managers apply a business philosophy of "being on the brink of the customer." The company pays heed to the promotion of a biking party. They know that they can spread the fun of motorcycle driving through cycling activities and maintain the loyalty and participation of consumers to the brand, thus playing the effect of word of mouth.

7 Conclusion

CBBE model is a simple list of constituent elements. It focuses on the interrelations among them, which establishes a complete logical structure for the whole model and makes it strict and logical as a whole. The brand represents a relationship between consumers and products. Building a successful brand, it is necessary to influence clients' hearts through various means. Let the client know something about the brand, agree with the brand. Through the analysis of Harley-Davidson's CBBE model, it can be seen that the Harley-Davidson brand gives full play to various elements that affect the brand, forms a complete brand structure, and gives entire space to its brand value.

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