DB 3 Questions 11.6

Student’s name

Institution

**Overall assessment of the brand**

Huffy Bikes was established in the year 1892 and since then it grown to become one of the best and popular firms in the United States. In 1984, the company managed to win five medals during the United States Olympic Mongoose Cycles. The United States Olympic Cycles was also founded in forty-three years and first established its operations in the States of California. It produces and sells bicycles and some of the related products for the United States market and abroad. Schwinn is also a bicycle firm established in 1985 to provide durable products to the market. It was started by German-born mechanical engineer Ignaz in the State of Chicago. Since its establishment the company has been declared bankrupt in 1992. Though it become a dominant producer or manufacturer of American bicycles in the early days, the Shwainn later became bankrupt which is blamed on poor management system of the company and stiff competition in the market. The company was later rebranded to Pacific Cycle to reintroduce itself into the market. Avanti is also one of the bicycles manufacturers in the early days. It was established in 1985. It dominated Asia and Europe market for a period of time. It built quality and the highest number of bicycles models on the account of hundreds of models.

As an experienced researcher in this study, I have utilized my skills and experience to extensively analyze the consumer perfection in order to gather the market insights of the product in the industry. The primary objective of the study is to appreciate the concerns of customers and establish the modest method to influence the market. However, to start with, measurement is an activity which was divided into three parts including events, observing and developing of the rules which will be used to map out data and also when applying these rules. The measurement scales are usually divided into four sets which are ordinary, interval and nominal ratio. In this case, the consumer perception was applied to determine the best bicycle brand. However, scaling is generally regarded as the procedures which are used to assign values on objects so that they can be related with numerical characteristic as described by the content. It is means that it an action which provide away to measure and assign numerals based on the perception of consumers on different bicycles brands. Therefore, the scale which I intend to use in this context is regarded as interval scale. This scale applies nominal and ordinary data including additional strength. It is therefore; appreciate the concept of quality of the intervals.

Additionally, for the purpose of this study nominal data levels would be an ideal method which should be used to study the consumer perception of the four brands of bicycles of Huffy, Mongoose and Avanti. It is likely to assist in establishment the equality of bicycle brands for all genders and all age brackets as well to fit the need and wants of all consumers in the market. The survey will be conducted using quantitative methods and this is essential in measuring the knowledge of consumer and consumer knowledge behavior or concerns. However, it would be important to develop measurement questions first to be used in the study.

**The measurement questions which will be used are:**

1. What are the number of bicycle brands for female, male, girls, and boys?
2. What are the Age brackets?

|  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- |
|  | **Female** | **Male** | **Unisex** | **Boys** | **Girls** | **Ages 2-4** | **Ages 3-4** |
| **Huffy** | 24 | 45 | 4 | 7 | 2 | 5 | 3 |
| **Mongoose** | 36 | 38 |  | 8 | 6 |  |  |
| **Schwinn** | 20 | 40 |  | 18 | 12 |  |  |
| **Avanti** | 12 | 72 |  | 6 | 4 |  |  |

**The comparison of the brands on every dimension**

The survey represents a collective report and assumed that there is fixed brands of bicycle which are being sold in the market. The dimensions which are being studied and the numerical scales used were as illustrated below:

1. **Styling**
2. Unsatisfactory Design, (2) Wide Variety, (3) Attractive Layout, (4) Trendy, (5) Highly Stylish.
3. **Brand Image**
4. Bad image, (2) Client complaints, (3)Brand Presence, (4) Client Satisfaction, (5) Customer Loyalty
5. **Gear Quality**
6. Replacement, (2) Unique Features, (3) Swift System, (4)Good Quality Parts, (5) Highly Flexible System
7. **Durability**
8. Poor Quality, (2) Frequent Breakages, (3) Short-Term, (4) Medium, (5) Long Lasting

However, in order to comprehend the perception of the four brands of bicycles, we established management scale and quest which can allow us to prepare general assessment of every brand being manufactured. This allows us to compare and contrast some of the major dimension of each line.

 In conclusion, Proverbs 3:13 NIV draws our attention by a phrase “A happy man is a man who seeks wisdom and a man who finds understanding.” The entire process of deciding on the type of statistic to use need understanding of the type of data available in order to obtain accurate result which can meet the objective of the study.

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