EVALUATION IRANIAN CUSTOMER PERCEPTION FOR NOKIA BRAND USING PERCEPTUAL MAPPING TECHNIQUE

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ABSTRACT
Prediction of the factors influencing the consumers buying decision making behavior is critical for today’s marketing. The establishing factor of a firm in modern competitive market is to understand, maintain and to improve the way consumers think and feel about the product or service of the firm. This is enough to prove the importance of finding the position of every product or service of a firm in the heart and mind of consumers in comparison with the ones of competitors. This process will guide the company about the qualities and quantities that a product or a service should meet to be acceptable for the consumers in the market. One of the most practical methods to locate and compare competing brands in the market is called perceptual mapping which uses visual style to show the position of brands in the mind of the consumers from different aspects.
The goal to this research is to locate competing brands of cell phones market in Iran (Markazi province). This research uses factor analysis to reduce the number of affecting factors from the data coming out of the survey design for this research to tree factors.
Findings of this research shows the leading position for Nokia brand vs. other four competing brands investigated market, therefore market penetration and product development strategies along whit maintenance marketing are suggested for Nokia brand in this market.

KEYWORDS: Perceptual map, positioning, cell phone, factor analysis, Nokia.

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