CORRESPONDENCE ANALYSIS

It is important to be able to compare brands of all sizes directly to understand each brand's relative position in the market. A comprehensive analysis like a Correspondence Analysis will illustrate all brands' relative positions in the market in one perceptual map.
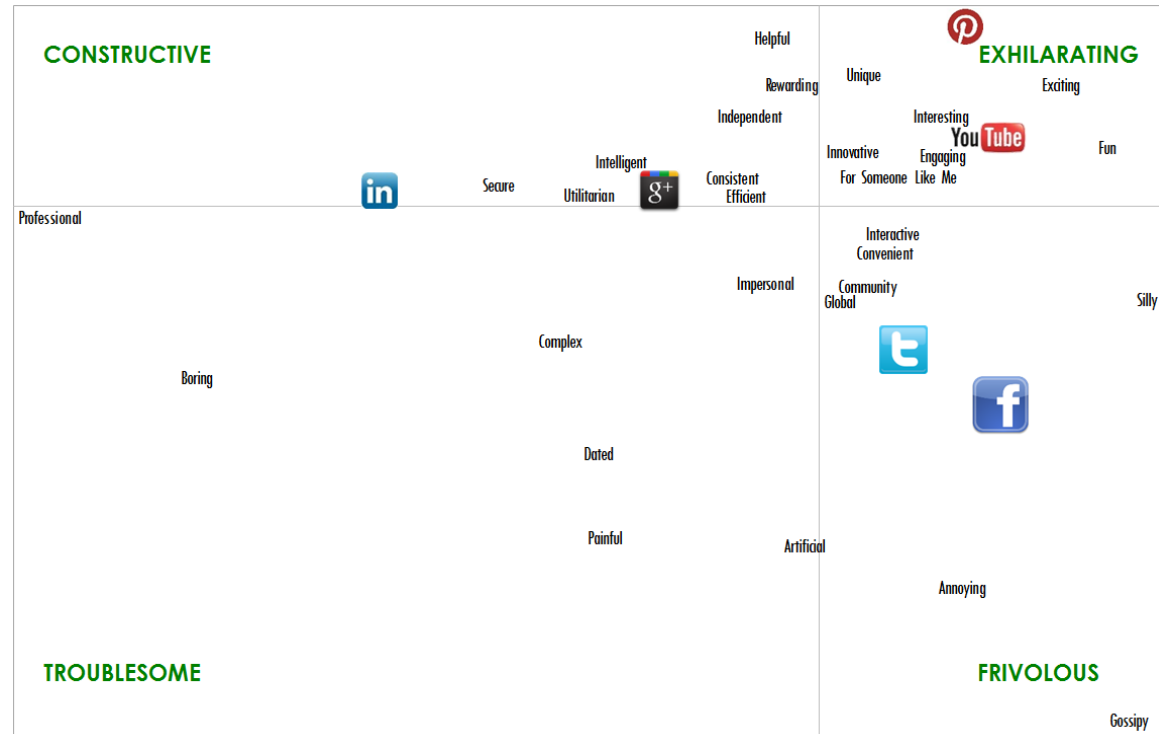
QUADRANT ANALYSIS

Driver analysis is key to understanding what consumers are valuing the most in their purchasing decisions. Attribute ratings are correlated with a measure of consumer satisfaction to understand the main drivers of the purchasing decision and the derived importance of each attribute.

These derived importance scores are then compared to brand performance to check for 'gaps' A visual illustration, such as a Quadrant Analysis will identify each brands key strengths and areas of concern for a brand.

Importance

- Good performance
- Good reputation
- High quality workmanship
- Ample trunk space
- Nice interior
- Exterior appearance
- Good for the environment   Attribute Ratings
- Overall comfort   Good value   Safe
- Good mileage   Handles well
- Seat comfort
- Good dealers
- Comfortable ride   Good re-sale value
- Interior appearance