

Marketing Strategy: Multiattribute Table

In a survey, respondents were asked their perception about various brands of vehicles. They were asked to rate each brand on a scale of 1 to 10 on the dimensions of quality, safety, performance, fuel economy, design, technology, and value. The average values across all respondents are shown below. There was general consistency between respondents in their evaluations of the brands, and so responses were not segmented.

Perceptions of Brands

Features	Tesla	Mercedes Benz	Subaru	Volvo	Toyota	Honda	Ford	Chevy	Jeep	VW
Quality	9	8	6	6	6	6	4	4	3	3
Safety	6	9	8	9	9	7	6	5	3	6
Performance	8	8	6	4	6	6	7	7	6	6
Fuel Economy	10	4	6	5	7	7	6	5	4	3
Design	6	8	6	4	5	6	4	5	4	7
Technology	7	8	5	5	6	7	5	5	5	6
Value	2	4	5	5	8	7	7	7	5	6

The survey also asked respondents the following question: *“On a scale of 0 to 10, how important are the following features to you if you were to purchase a vehicle within the next three months?”*

Respondents were then asked to rate each of the seven dimensions. Three segments were identified, and their results are shown below.

Relative importance of features by Segment

On a scale of 0 to 10, how important are the following features to you if you were to purchase a vehicle within the next three months (where 0 is not at all important and 10 is very important)?

Features	Segment A	Segment B	Segment C
Quality	8	10	6
Safety	10	0	8
Performance	0	8	0
Fuel Economy	5	0	10
Design	0	7	0
Technology	0	8	10
Value	8	0	0

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In Excel, use spreadsheets to calculate each segment's attitude towards the brand across the seven features. Print out three separate charts (one for each segment) that show the calculations and overall attitudinal score for each brand.

Questions:

1. For segment B, which has a higher evaluation – Tesla or Mercedes Benz? How about for segment C?
2. Which of the three segments (A,B or C) has the highest attitude towards the brand Tesla? Why?
3. An individual from segment A is currently considering purchasing from one of the ten brands. According to the data, which two brands would he likely have the strongest attitude towards? Which brand does he have the lowest attitude towards?
4. How does each segment differ in terms of the relative importance of features when evaluating brands?
5. For segment C, what is Tesla's main competitive advantage? Explain.
6. For segment B, what would be a false advantage for Mercedes Benz? Explain.
7. What type of choice heuristics do you think exist when consumers purchase cars?
8. What is cognitive dissonance, and how does it relate to choice heuristics and customer satisfaction/dissatisfaction?