

PERCEPTUAL MAPPING

DESCRIPTION:

Perceptual mapping is a powerful visual technique that provides insights into customers' preferences and perceptions of competitors. This module introduces two perceptual mapping methodologies: Attribute Rating and Overall Similarity.

Tutorial: 20 slides
Problem Sets: 4 problem sets; 24 questions
Average Time: 45 minutes

Sample question from problem set:

Course: Faculty Access (All Modules in Alphabetical Order)
Module: Perceptual Mapping / Problem Set ID: 1085

LowStress Marketing Research designed a perceptual mapping study to compare several leading brands of soap for Bubbles O'Connor, product manager for Slippery Soap. Bubbles asked to see a sample question from the study and was shown the following format:

Slipery Soap is a disinfectant soap:

1) Strongly Agree, 2) Agree, 3) Neither Agree or Disagree, 4) Disagree, 5) Strongly Disagree.

In addition, Bubbles saw the results from the regression analysis for soaps in the study which showed the following equation:

Overall Preference = $-2.1 + 2.5 * \text{Cleaning Ability} + 0.8 * \text{Cost} + 0.6 * \text{Disinfecting Ability}$.

What type of study did LowStress run:

1. Conjoint
2. Attribute Rating
3. Overall Similarity
4. Multi-Dimensional Scaling
5. Not enough Information

Problem Sets 0 4 0 Total Questions 24

Slippery Soap Gifts



TUTORIAL 0 Multiple Choice

PS1 1 2 3 4

SUBMIT ANSWER

EXIT