Perceptual Maps

Attributes I-II. Objects and attributes on the first and second dimensions of the perceptual map.

Attributes I-III. Objects and attributes on the first and third dimensions of the perceptual map.

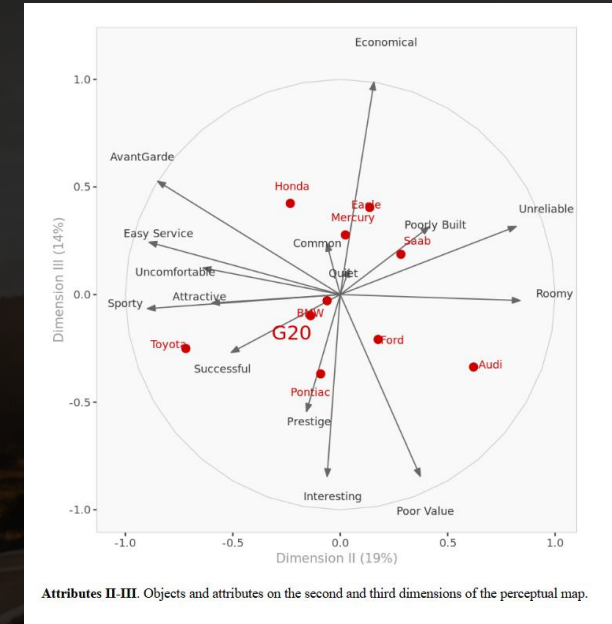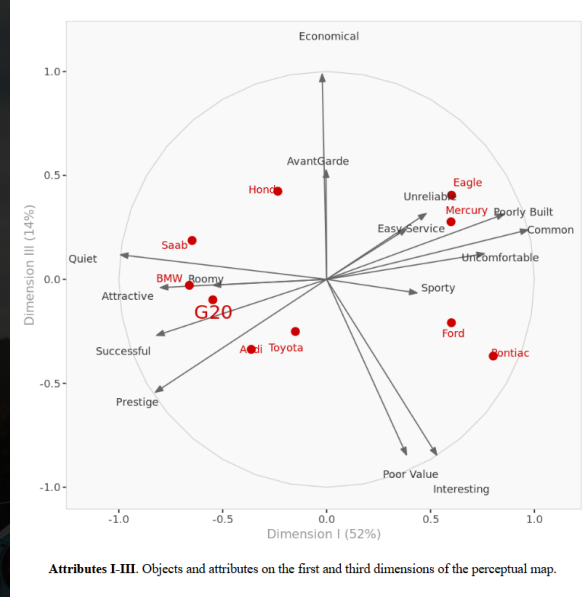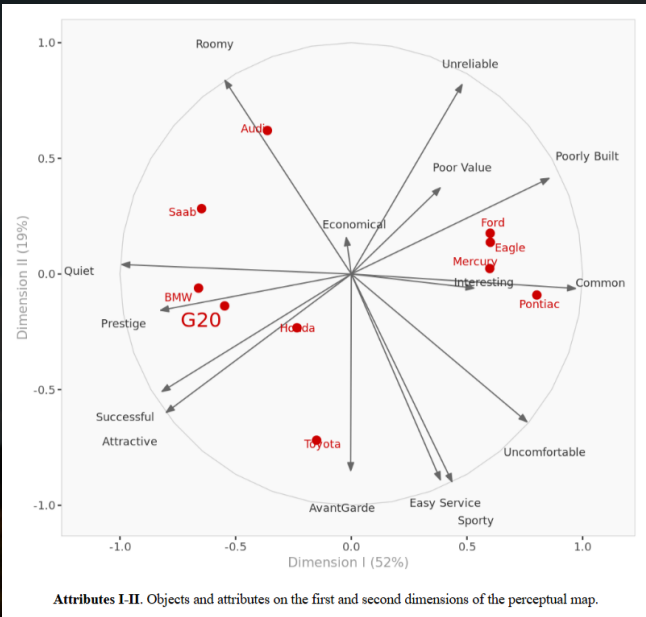Attributes II-III. Objects and attributes on the second and third dimensions of the perceptual map.

The three dimensions are:

① **Dimension 1**: Focuses on car quality and practicality, like being "Economical" or "Roomy."

② **Dimension 2**: Measures prestige and desirability, like being "High Prestige" or "Successful."

③ **Dimension 3**: Captures usability and sportiness, like being "Sporty" or "Easy to Service."

People see the Infiniti G20 as practical and somewhat prestigious, but it doesn't stand out. Competitors like BMW feel more luxurious, and Audi or Toyota are sportier. The G20 is average and lacks the uniqueness to compete strongly in the luxury market.

Is Infiniti G20 Really a "Cheaper BMW 318i"? is this a credible claim?

Strengths (Supports the Claim):
✓ **Lower Price:** $17,500 vs. $20,000
✓ **Same Sportiness Score:** 4.1 (same as BMW)
✓ **Quieter Ride:** Higher quietness rating (6.3 vs. 5.0 BMW)
✓ **Ease of Service:** Easier servicing when compared (4.6 vs 4.1 BMW)

Weaknesses (Challenges the Claim):
✗ **Less Prestige:** BMW rated higher (6.4 vs. 5.4)
✗ **Weaker Brand Recognition:** BMW has a stronger luxury image
✗ **Lower Emotional Appeal:** Infiniti lacks BMW's brand loyalty
✗ **More Unreliable:** Fewer "unreliable" ratings
✗ **More Economical and Successful:** BMW is known for their success and efficiency.

Conclusion:
Infiniti G20 is a **value-packed alternative** to BMW but lacks its premium brand power. Instead of copying BMW, Infiniti should **market G20 as a smart, reliable luxury choice** for practical buyers. Hence it could still be a credible claim when cost comes into play.

Segmentation & Repositioning ⚙️

Key Attributes:

Attractiveness   Quietness   Roominess   Sportiness   High Prestige   Economy   Ease of Service

Segment 1 **is the best target market for Infiniti G20 :**

Reason :

• **It has a higher willingness to pay for a premium brand.**

• **The Infiniti G20 already possesses some features they prefer such as sportiness, prestige, and attractiveness.**

• **Also competing in this segment is the slightly higher priced BMW 318i, making the Infiniti G20 a strong alternative**

Repositioning Strategy for Infiniti G20

For the repositioning to make the Infiniti G20 more attractive to Segment 1, it would have to focus on:

1. **Luxury and Sportiness** – strongly push the "Japanese precision with a German feel" brand identity against BMW.

2. **Prestige and exclusivity:** Marketing campaigns should thus be directed towards the elite, urban lifestyle to mark a clear difference from mass-market brands.

3. **Technology and Performance:** Highlight high engineering and high-performance features to appeal to young professionals.

4. **Value for Money** – Positioning of the Infiniti G20 as an affordable luxury alternative to BMW 318i.

Marketing Program

1.Digital and Business-Centric Advertising :

•Target 58% through business and technology magazines.

•Sponsored promotions through targeted social media outlets such as LinkedIn, Instagram, and Twitter.

•Run high-definition video ads targeted to show their speed, luxuriousness, and design.

2.Influencer and Experiential :

•Partner with Tech-savvy influencers and young entrepreneurs who own companies to model the G20 as a symbol of status and wealth.

•Test drives and VIP experiences in major metropolitan areas.

3.Strategic Pricing & Financing:

•Leverage appealing lease options that make the car more accessible to young professionals.

•Include technology upgrades-navigator, premium sound-as standard to up perceived value.

4.Elite Brand Association:

•Sponsor high-end networking events, tech summits, and exclusive meetups.

•Collaborate with premium lifestyle brands-for example, luxury watches, high-end apparel-for co-branded promotions.

⚙️ Recommended Research Program ⚙️

Research Area	Objective	Recommended Actions
Customer Segmentation Refinement	Improve understanding of target audiences and adjust marketing strategies.	Conduct **surveys & data analysis** to track shifting demographics and buying behaviours.
Competitive Benchmarking	Compare Infiniti's positioning against key rivals (Lexus, BMW, Acura) to improve differentiation.	Monitor **pricing, features, and customer sentiment** through market studies and mystery shopping.
Brand Perception & Advertising Effectiveness	Ensure Infiniti's messaging aligns with customer expectations and enhances brand recall.	Conduct **brand tracking studies, ad effectiveness tests, and customer feedback analysis**.
Pricing & Value Analysis	Optimize pricing strategy and enhance perceived value of the G20.	Use **willingness-to-pay and conjoint analysis** to refine pricing and value proposition.
Product & Feature Optimization	Improve G20's appeal based on customer preferences.	Gather **test drive feedback** and analyze **customer complaints** for improvement.
Dealership & Purchase Journey Analysis	Enhance the buying experience and increase conversion rates.	Conduct **mystery shopper studies, track test drive conversion rates, and optimize customer journey**.
Customer Retention & Loyalty Tracking	Strengthen long-term customer relationships and encourage repeat purchases	Monitor **brand loyalty, post-purchase satisfaction, and develop loyalty programs**.