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MARKETING ENGINEERING ONLINE

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Positioning Analysis

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Positioning options

Options selected

Option	Selection
Include preferences	Yes
Number of dimensions	Automatic

Focal brand	Paper and Co
Show segments of preferences	Yes
Number of segments	Automatic
Decision rule	First-Choice
Current market shares	No
Date and time	2026-02-05 01:39:03 UTC

Options selected.

Data description

	Data	Number of Rows	Number of columns	Column names
1	Perceptual data	5	5	C0, OfficeStar, Paper and Co, Office Equipment, Supermarket
2	Preference data	24	5	C0, OfficeStar, Paper and Co, Office Equipment, Supermarket

Data description.

Dimensions

Number of dimensions retained

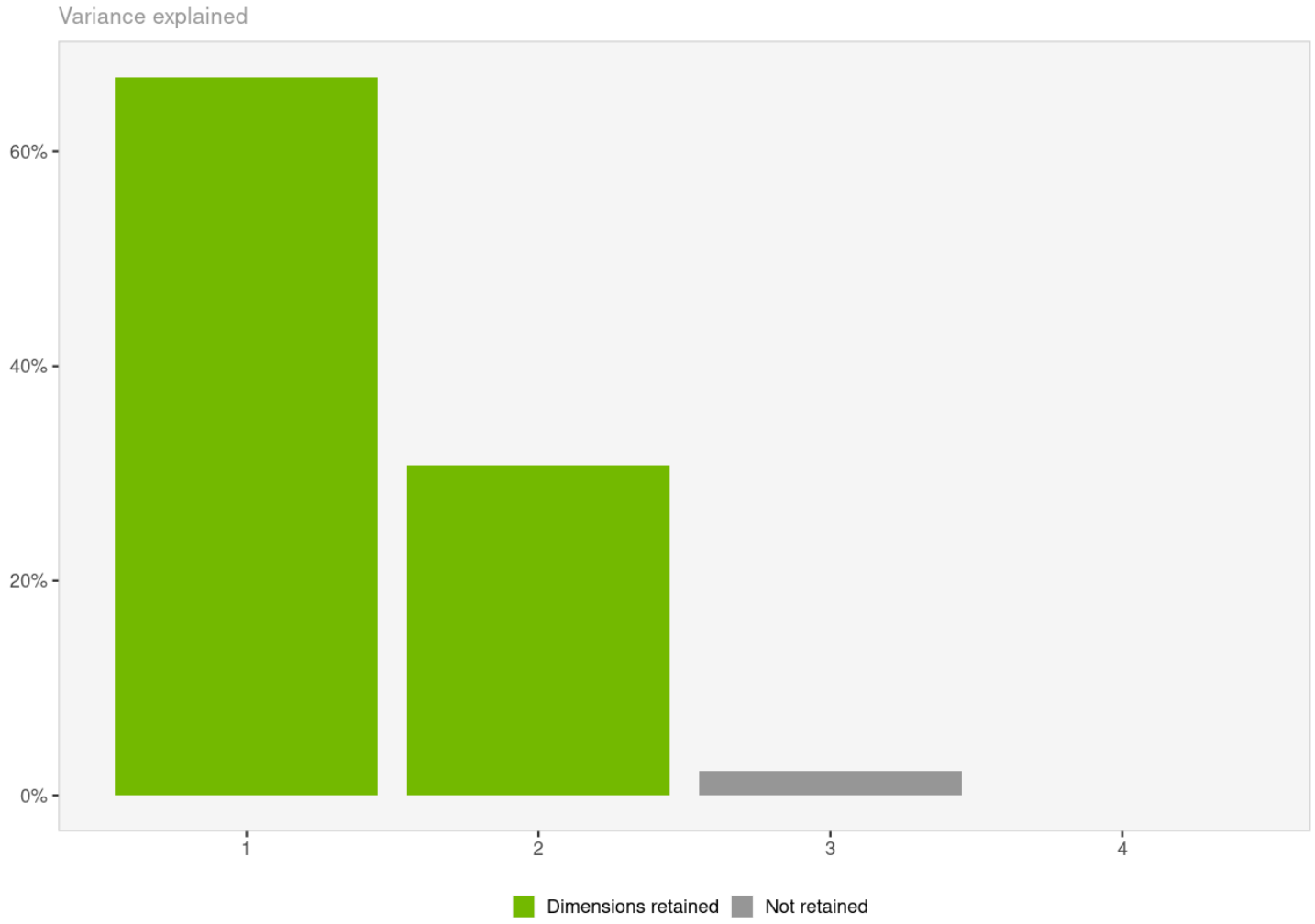
The first 2 dimensions of the positioning map explain 97.7% of the variance in the data.

Consequently, only the first 2 dimensions will be displayed.

	Variance explained	Cumulative variance
Dimension 1	66.9%	66.9%
Dimension 2	30.8%	97.7%
Dimension 3	2.3%	100.0%
Dimension 4	0.0%	100.0%

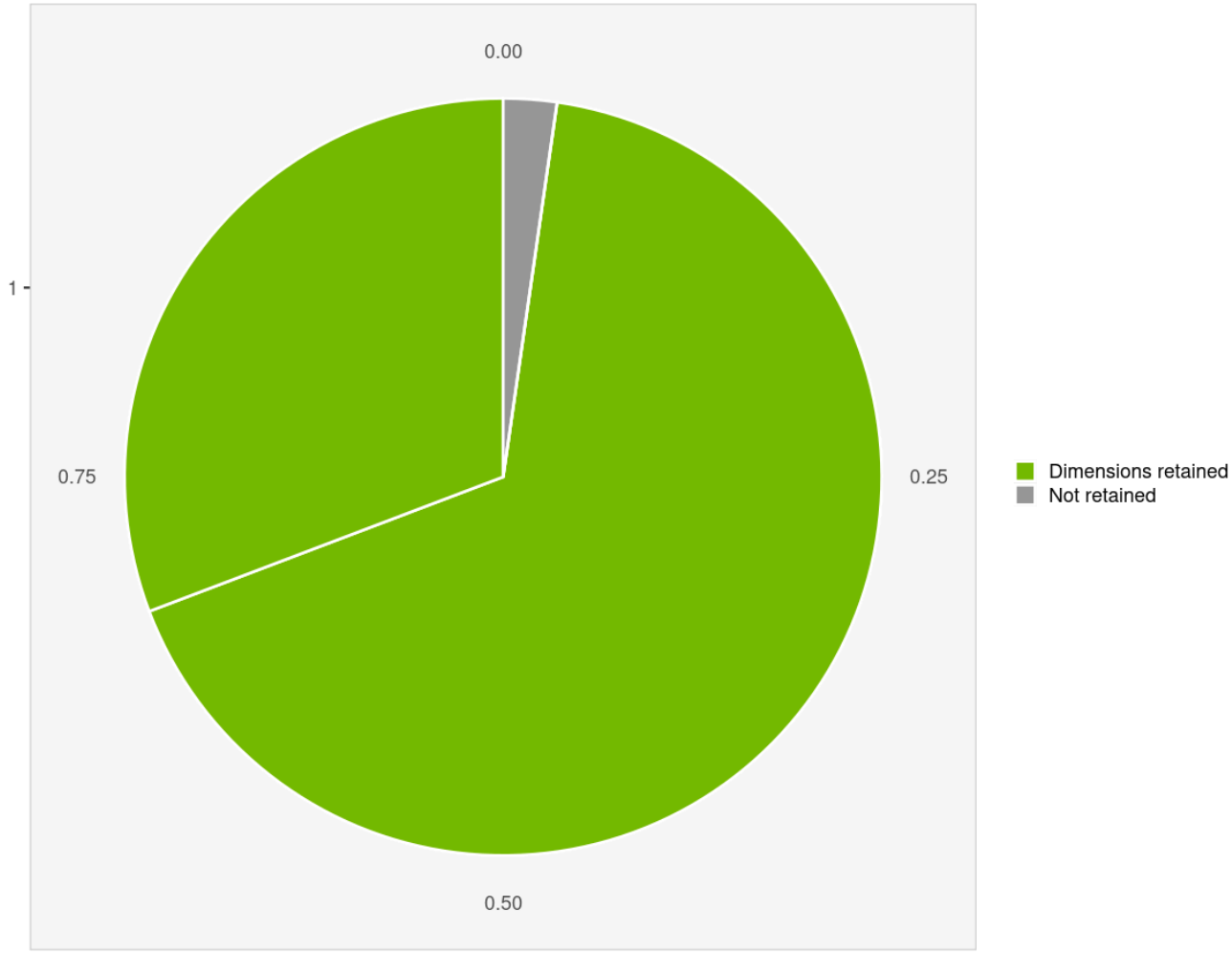
Variance explained. Variance and cumulated variance explained, by dimension.

Variance explained



Variance explained. Each additional dimension captures a decreasing portion of the variance found in the original data.

Cumulative variance explained



Cumulative variance explained. The first 2 dimensions account for 97.7 % of the variance in the data.

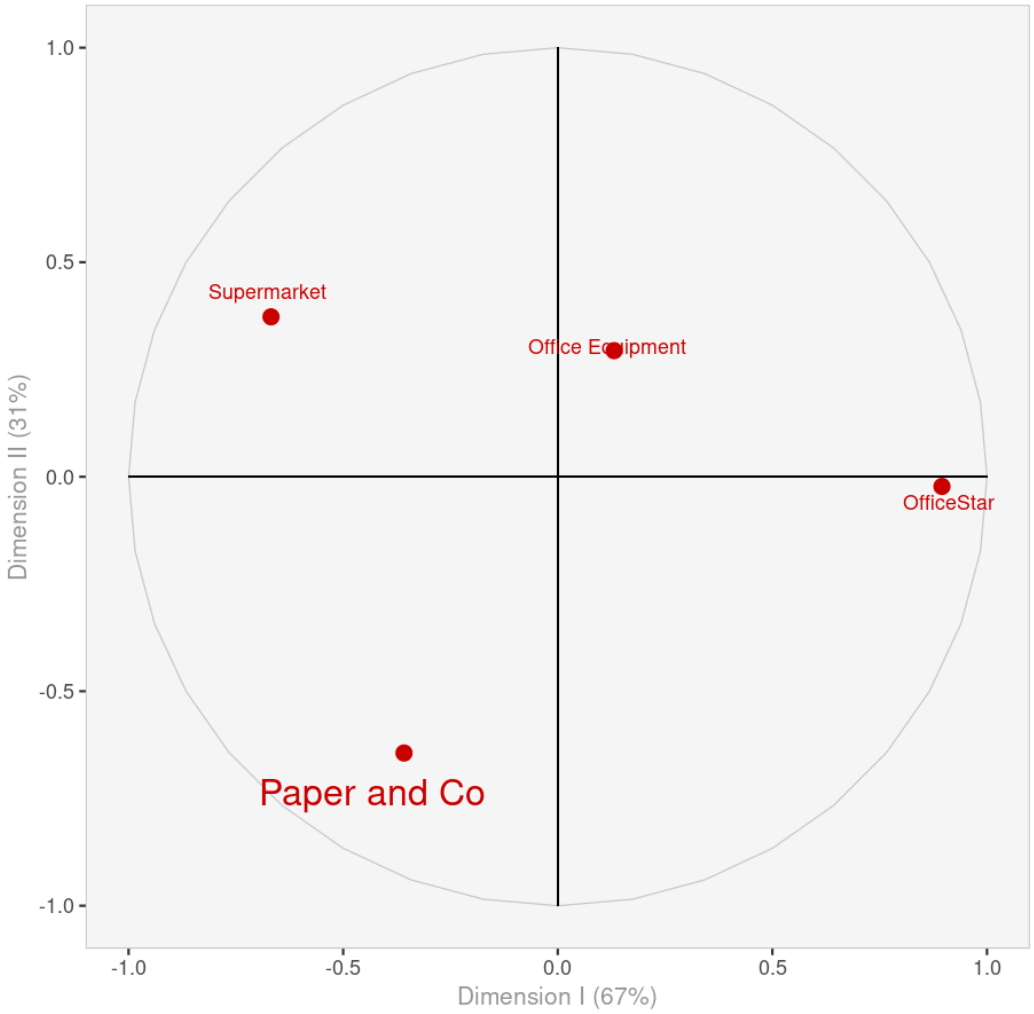
Objects

Interpretation

In this section, only the objects (e.g., brands) are displayed on the perceptual map.

In interpreting the map, remember that the closer two objects are, the more similar they are perceived to be, that is, the more similar they rate on the underlying attributes.

Dimensions I-II



Objects I-II. Object position on the first and second dimensions of the perceptual map.

Coordinates

	Dimension I	Dimension II
OfficeStar	0.895	-0.023
Paper and Co	-0.358	-0.644
Office Equipment	0.131	0.294

Supermarket	-0.668	0.373

Object coordinates. Displays the coordinates of all the objects in every dimension.

Attributes

Interpretation

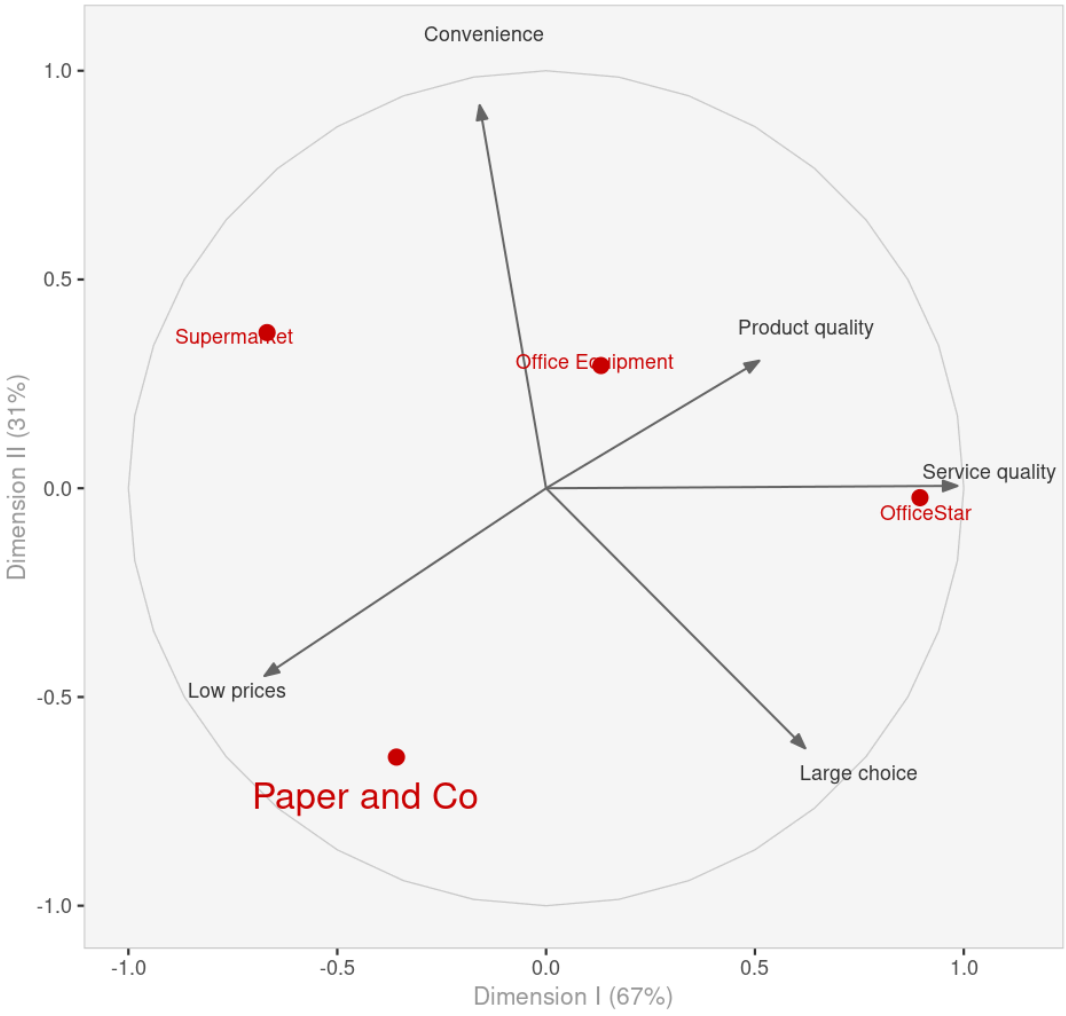
In interpreting the direction of the attributes, remember that:

- Two attributes that go in the same direction are positively correlated, that is, an object rated high on one attribute will usually be rated high on the other.
- Two attributes that are perpendicular to one another are uncorrelated.
- Two attributes that go in opposite directions are negatively correlated, that is, an object rated high on one attribute will often rate low on the other, and vice-versa.

In interpreting the length of the vector representing the attributes:

- The longer the attribute vector, the better that attribute is captured by the two dimensions displayed.
- If an attribute appears very close to the origin when looking at dimensions I and II, it could be longer and be better captured by dimension III.

Dimensions I-II



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

Coordinates

	Dimension I	Dimension II
Large choice	0.62	-0.623
Low prices	-0.674	-0.45
Service quality	0.985	0.006
Product quality	0.51	0.305
Convenience	-0.159	0.917

Attributes coordinates. Displays the coordinates of all the attributes in every dimension.

Summary

	Dimension I	Dimension II
1	Service quality	Convenience

Dimension interpretation. Displays the names of the attributes most aligned with each dimension.

	Dimension I	Dimension II	Dimension III
Large choice	0.1672	-0.1678	0.1284
Low prices	-0.1836	-0.1224	-0.1595
Service quality	0.2035	0.0012	0.0358
Product quality	0.1822	0.109	-0.2869
Convenience	-0.0502	0.2893	0.115

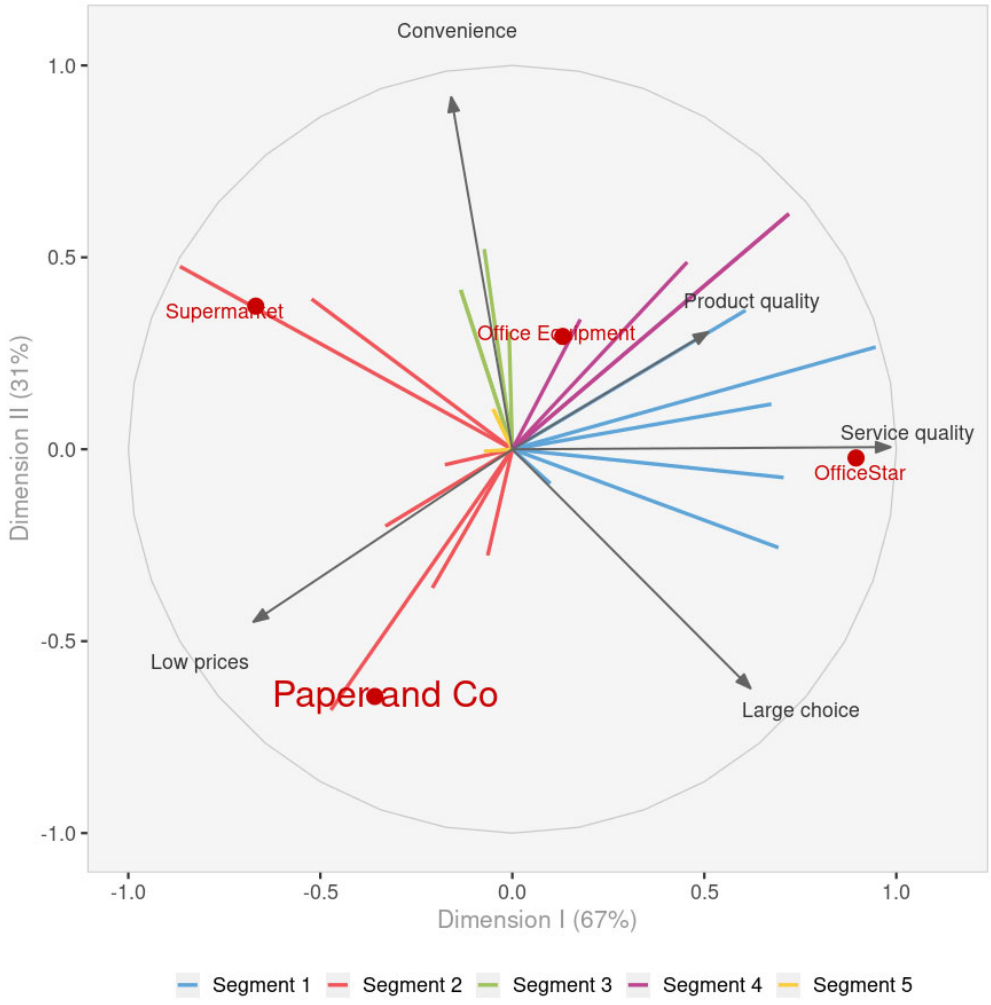
Factor loadings (excerpt). Displays the factor loadings of attributes.

	Mean	Stdev
Large choice	3.95	1.2234
Low prices	3.325	1.1558
Service quality	2.85	1.0472
Product quality	3.075	0.4646
Convenience	3.475	1.7366

Mean and standard deviation (excerpt). Displays the means and standard deviations of the attributes.

Preferences

Dimensions I-II

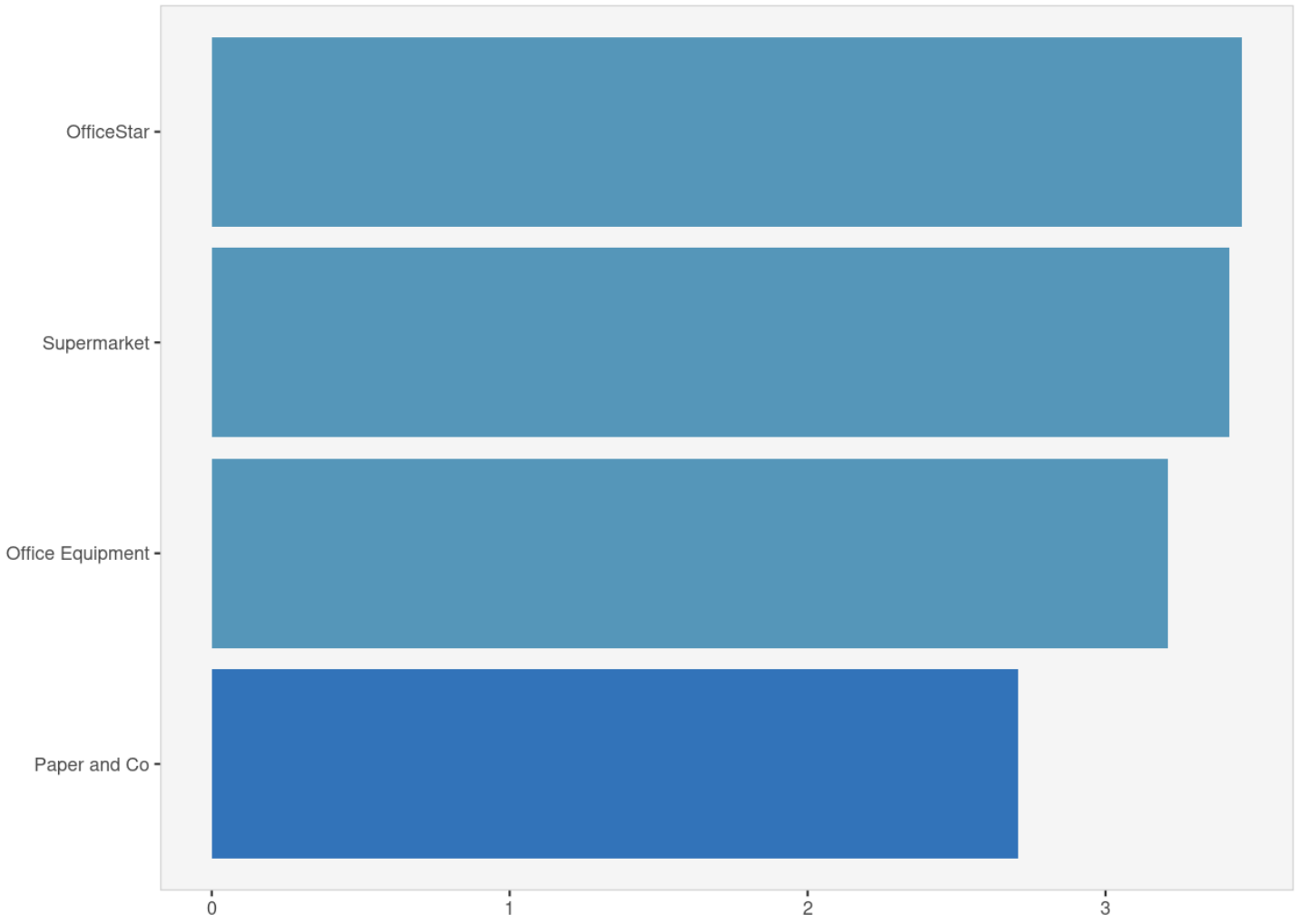


Perceptual Map I-II. Complete perceptual map with objects, attributes and preferences on the first and second dimensions.

Preference data

	Average preference
OfficeStar	3.46
Supermarket	3.42
Office Equipment	3.21
Paper and Co	2.71

Average brand preference. For each brand, displays its average preference value in decreasing order.



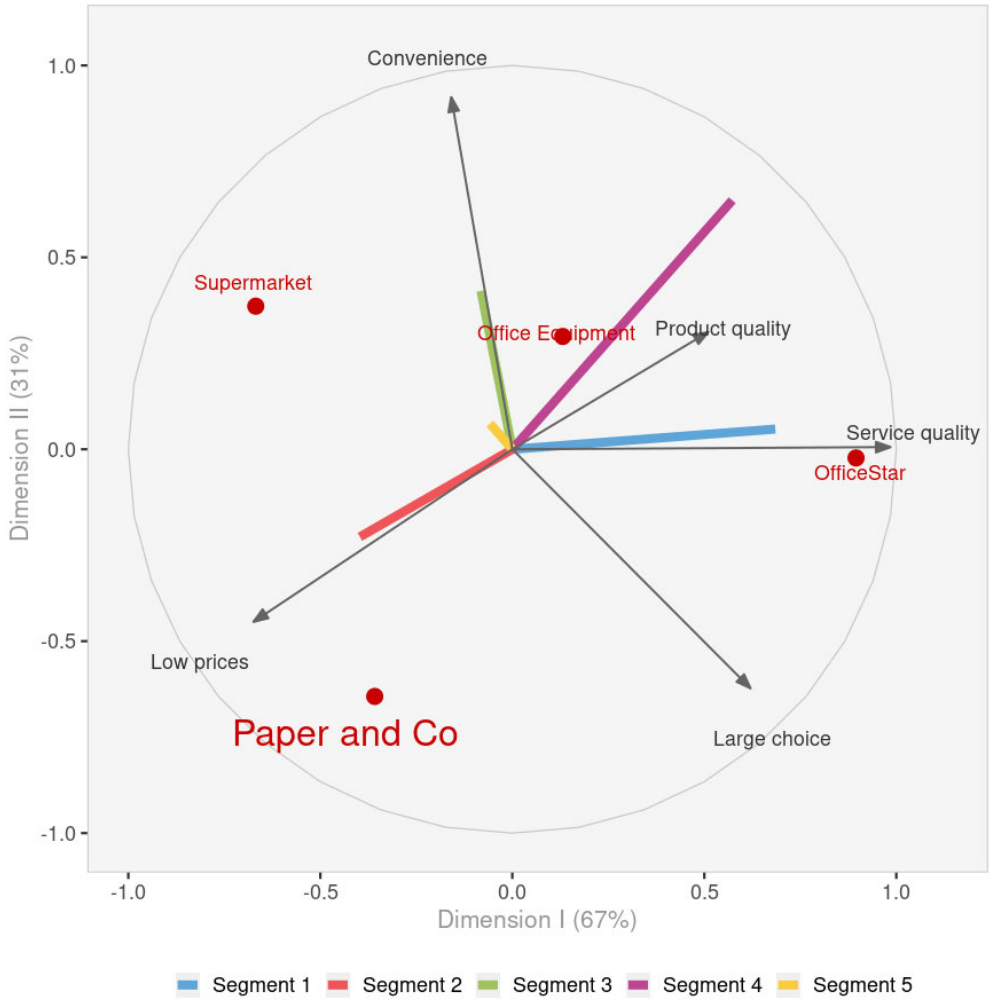
Average preferences histogram. For each brand, displays its average preference value.

	Dimension I	Dimension II	Dimension III
Lori	0.099	-0.089	-0.991
Mary	-0.176	-0.04	-0.984
Radjeep	-0.523	0.391	-0.757
Antoine	-0.073	0.522	-0.85
Yoshi	-0.134	0.415	-0.9
Hubert	0.707	-0.074	0.704
Michael	0.72	0.613	-0.324
Elisabeth	-0.05	0.105	0.993
Mike	0.607	0.362	-0.707
Hal	-0.208	-0.361	-0.909

Customer preferences (excerpt). Displays the coordinates of customer preferences in every dimension.

Segment preferences

Dimensions I-II

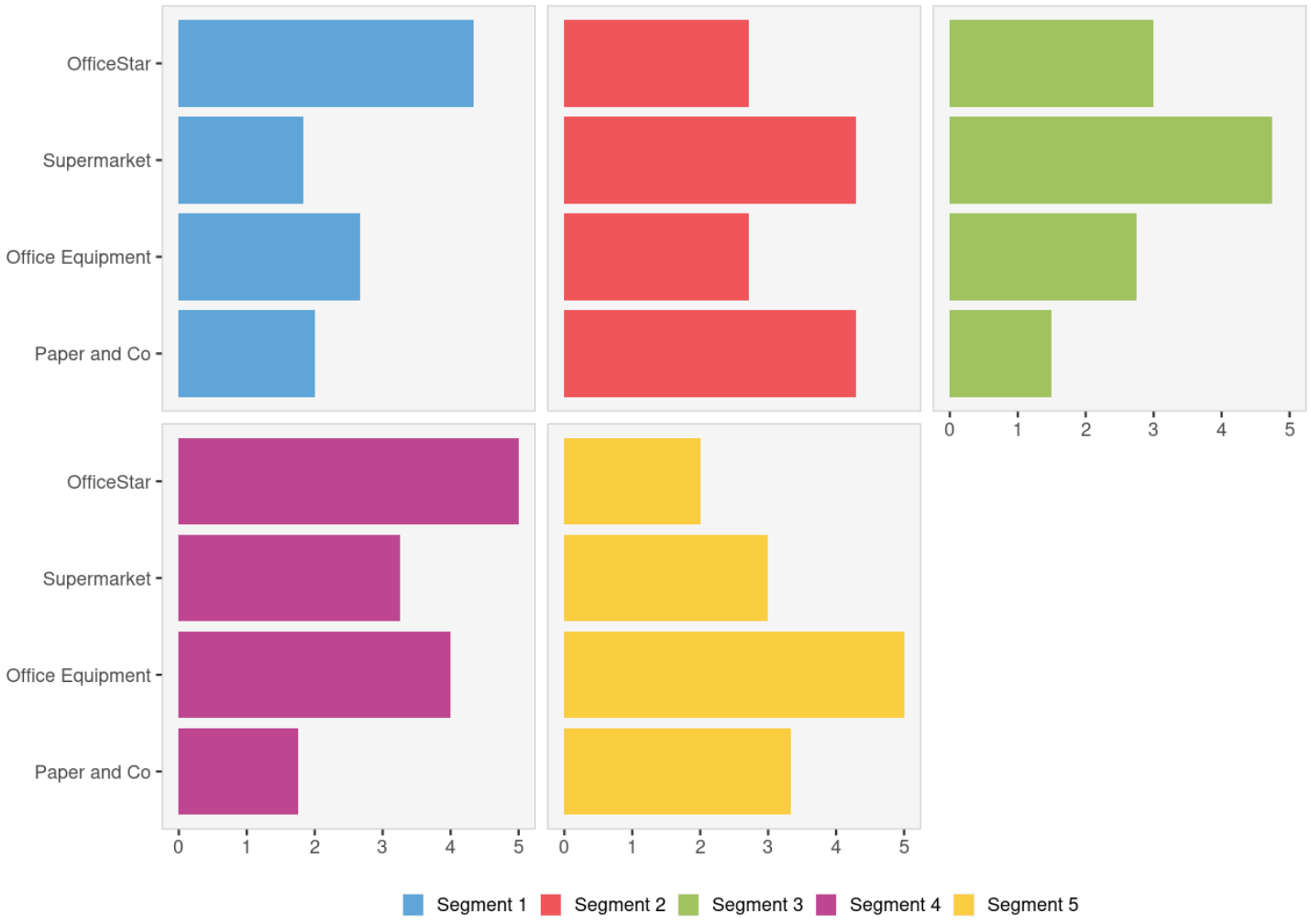


Segment perceptual Map I-II. Complete perceptual map with objects, attributes and average segment preferences on the first and second dimensions.

Preference data

	Average preference	Segment 1	Segment 2	Segment 3	Segment 4	Segment 5
OfficeStar	3.46	4.33	2.71	3	5	2
Supermarket	3.42	1.83	4.29	4.75	3.25	3
Office Equipment	3.21	2.67	2.71	2.75	4	5
Paper and Co	2.71	2	4.29	1.5	1.75	3.33

Average brand preference. For each brand, displays its average overall preferences and average preferences by segments(if segmentation option is chosen).



Average segment preference. For each segment, displays its average preference value of each brand.

	Dimension I	Dimension II	Dimension III
Segment 1	0.685	0.053	-0.727
Segment 2	-0.397	-0.228	-0.889
Segment 3	-0.082	0.413	-0.907
Segment 4	0.573	0.649	-0.501
Segment 5	-0.058	0.067	0.996

Segment preferences. Displays the coordinates of the average preference vector for each segment.

	Segment
1	Segment 1
2	Segment 2
3	Segment 2
4	Segment 3
5	Segment 3
6	Segment 1
7	Segment 4
8	Segment 5
9	Segment 1

Segment membership (excerpt). Displays segment membership of each customer.

Market shares

Introduction

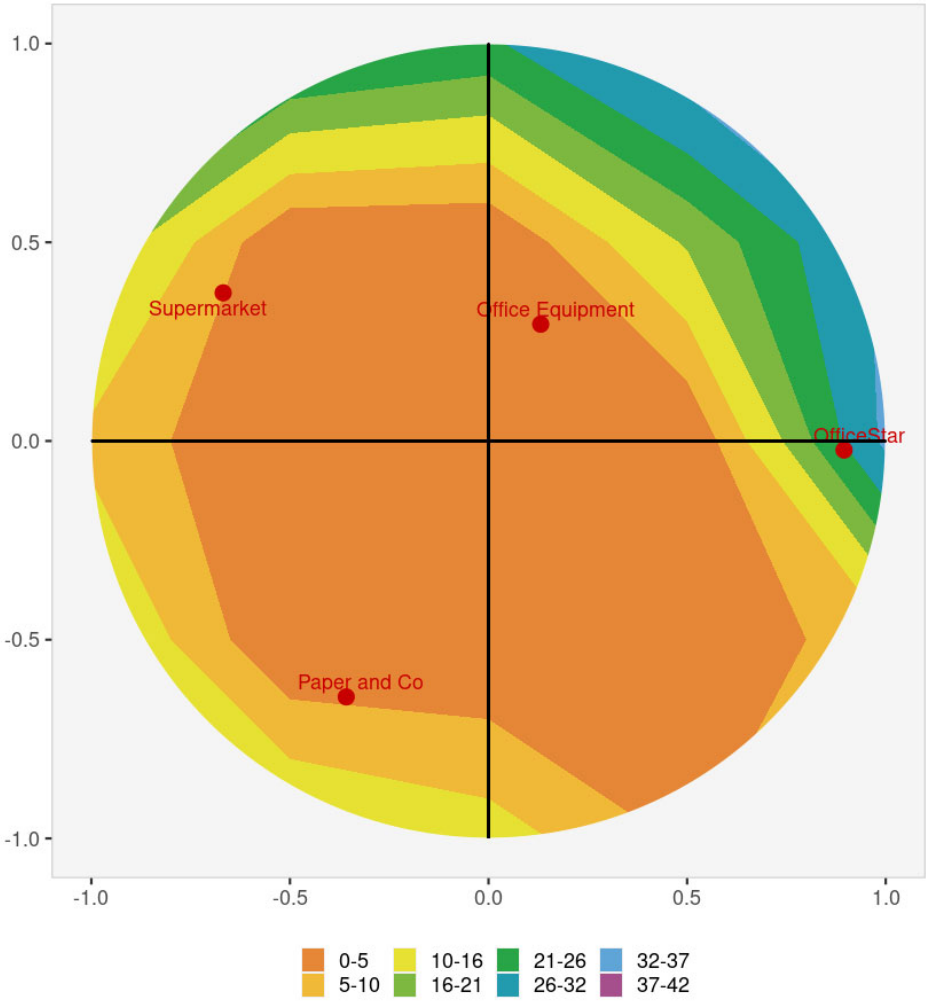
The following charts display simulations of the market shares a new product would achieve, depending on its position on the perceptual maps.

When two dimensions are displayed (e.g., Dimensions I and II), the new product is assumed to be at the center of the third dimension (e.g., Dimension III = 0).

These computations assume that all the other existing objects (i.e., products) will remain in the market, in their respective positions, and compete with the new entrant.

Market shares are estimated based on stated customers' preferences and the first-choice-rule.

Dimension I-II



Market shares Dimension I-II. Objects positions along with market shares

Intercept	Dimension I	Dimension II

1	3	0.548	-0.494
2	3.5	-1.31	-0.3
3	3.25	-1.602	1.199
4	3	-0.445	3.175
5	3.25	-0.702	2.169
6	2.5	1.859	-0.194
7	3.5	1.636	1.394
8	3.25	-0.454	0.953
9	2.75	2.279	1.358
10	3.5	-1.088	-1.888

Preference beta values (excerpt).

	Parameter	Value
1	Rule	First-choice
2	alpha	none

Market share parameter table.

	OfficeStar	Paper and Co	Office Equipment	Supermarket
Lori	4	3	2	3
Mary	3	4	2	5
Radjeep	2	3	3	5
Antoine	3	1	3	5
Yoshi	3	2	3	5
Hubert	4	2	3	1
Michael	5	2	4	3
Elisabeth	2	3	5	3
Mike	5	1	3	2
Hal	3	5	2	4

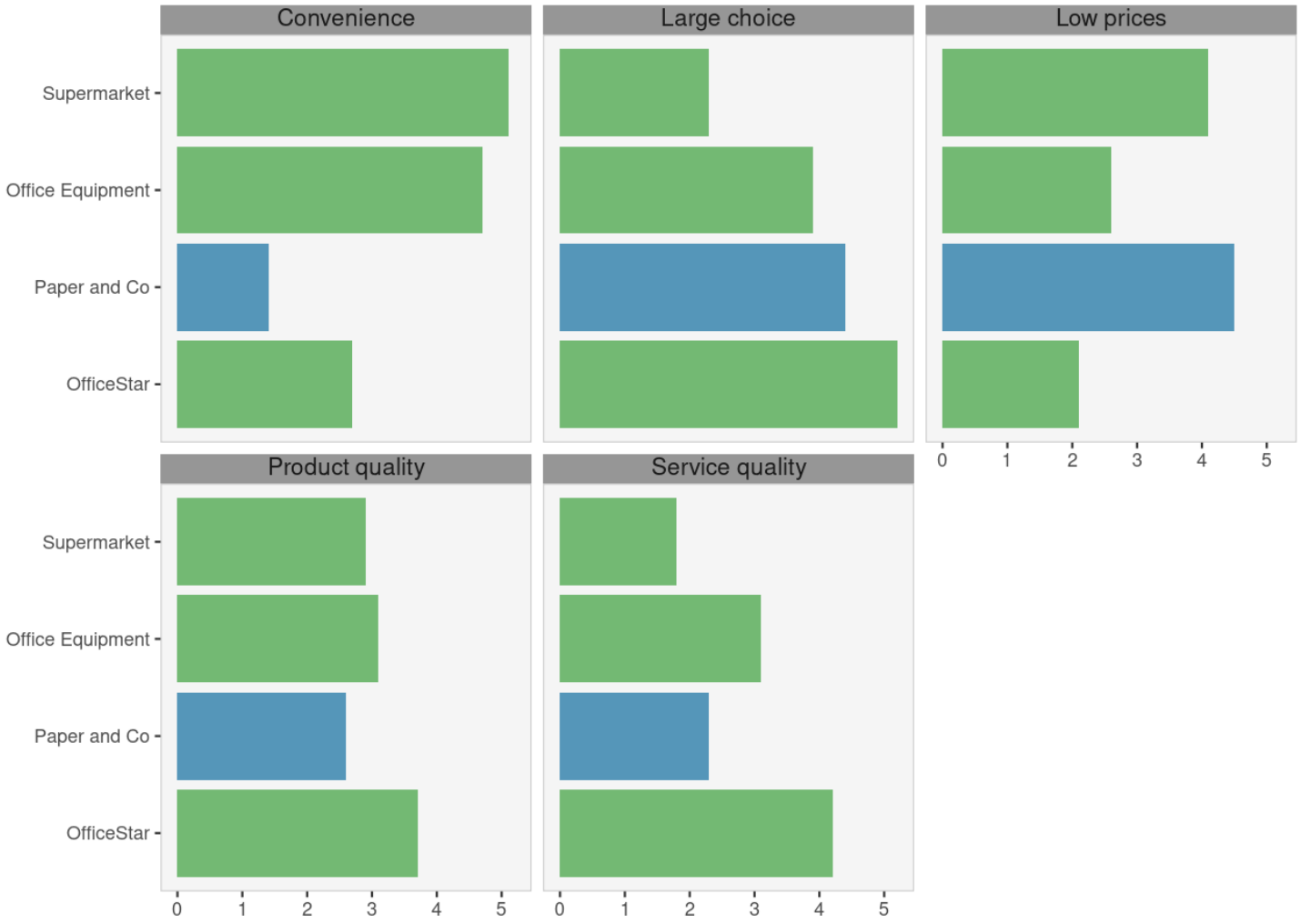
Actual preference data (excerpt).

Perceptual data

Perceptual data

	OfficeStar	Paper and Co	Office Equipment	Supermarket
Large choice	5.2	4.4	3.9	2.3
Low prices	2.1	4.5	2.6	4.1
Service quality	4.2	2.3	3.1	1.8
Product quality	3.7	2.6	3.1	2.9
Convenience	2.7	1.4	4.7	5.1

Perceptual data overview. Perception values for each attribute are shown in red if they are significantly (1 standard deviation) less than average perception of all brands. Perception values are shown in green if they are significantly more than average perception of all brands.



Attributes histograms. For each attribute, this chart displays a histogram of brand positions.