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MARKETING ENGINEERING ONLINE

Enginius

Positioning Analysis

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Table of Contents

Positioning options

Options selected

Option	Selection
Include preferences	Yes
Number of dimensions	Automatic
Focal brand	Nike
Show segments of preferences	No
Number of segments	Automatic
Decision rule	First-Choice
Current market shares	No
Date and time	2024-11-21 23:42:09 UTC

Options selected.

Data description

	Data	Number of Rows	Number of columns	Column names
1	Perceptual data	6	5	C0, Nike, LuluLemon, Hoka, Adidas
2	Preference data	131	5	C0, Nike, LuluLemon, Hoka, Adidas

Data description.

Dimensions

Number of dimensions retained

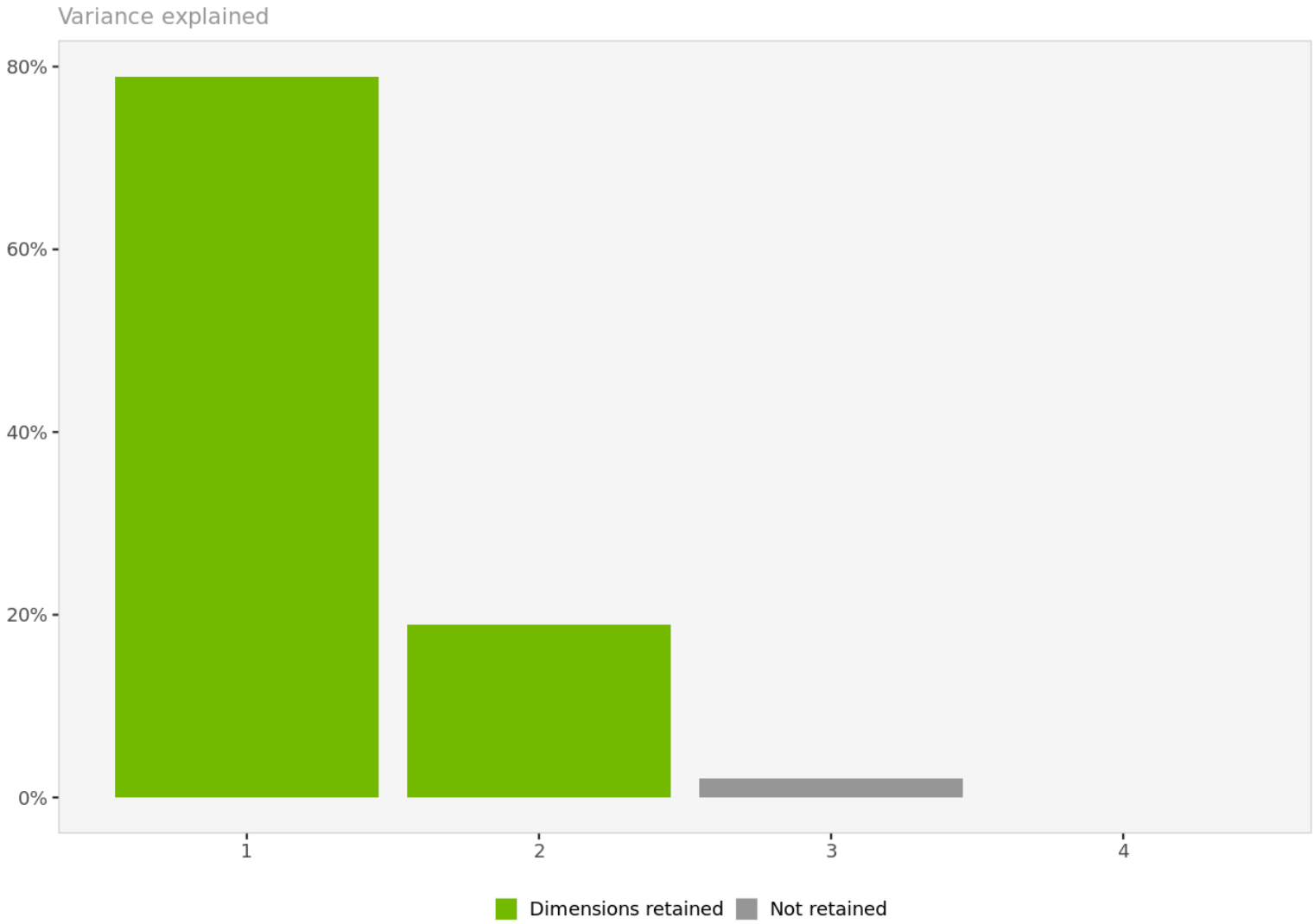
The first 2 dimensions of the positioning map explain 97.9% of the variance in the data.

Consequently, only the first 2 dimensions will be displayed.

	Variance explained	Cumulative variance
Dimension 1	78.9%	78.9%
Dimension 2	19.0%	97.9%
Dimension 3	2.1%	100.0%
Dimension 4	0.0%	100.0%

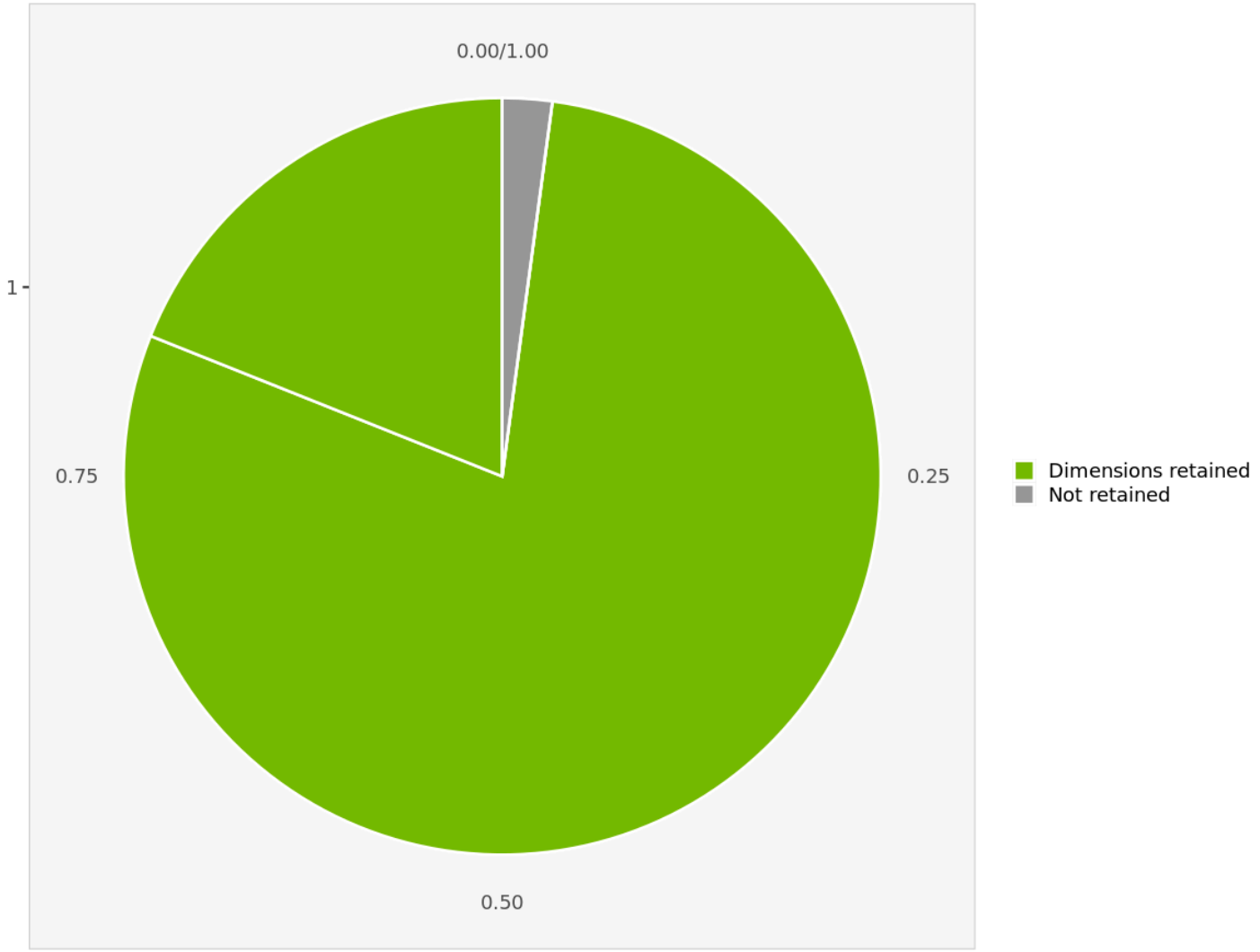
Variance explained. Variance and cumulated variance explained, by dimension.

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 97.9 % of the variance in the data.

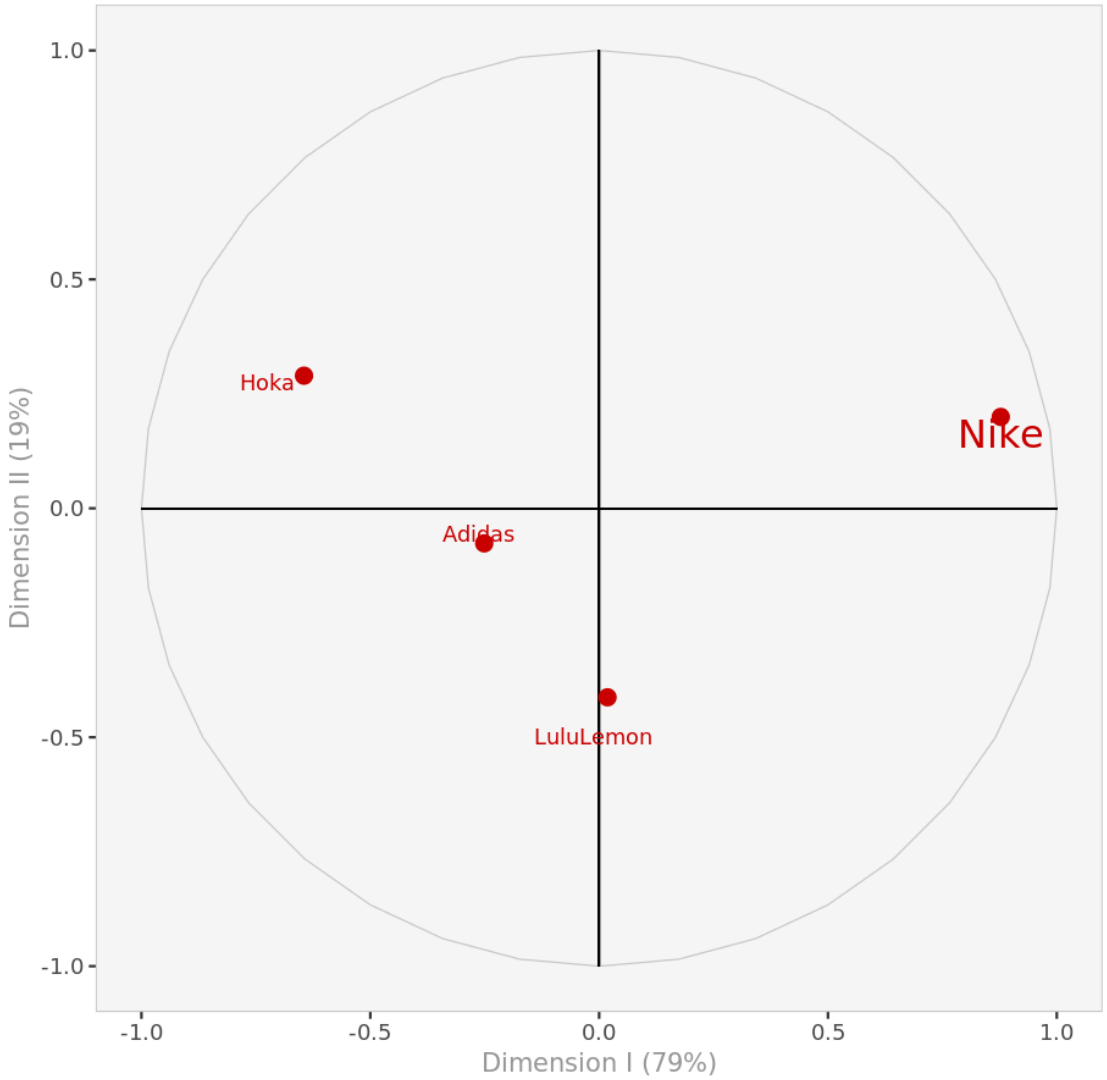
Objects

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
Nike	0.878	0.200
LuluLemon	0.018	-0.413
Hoka	-0.645	0.290

Adidas	-0.251	-0.077

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

Attributes

Interpretation

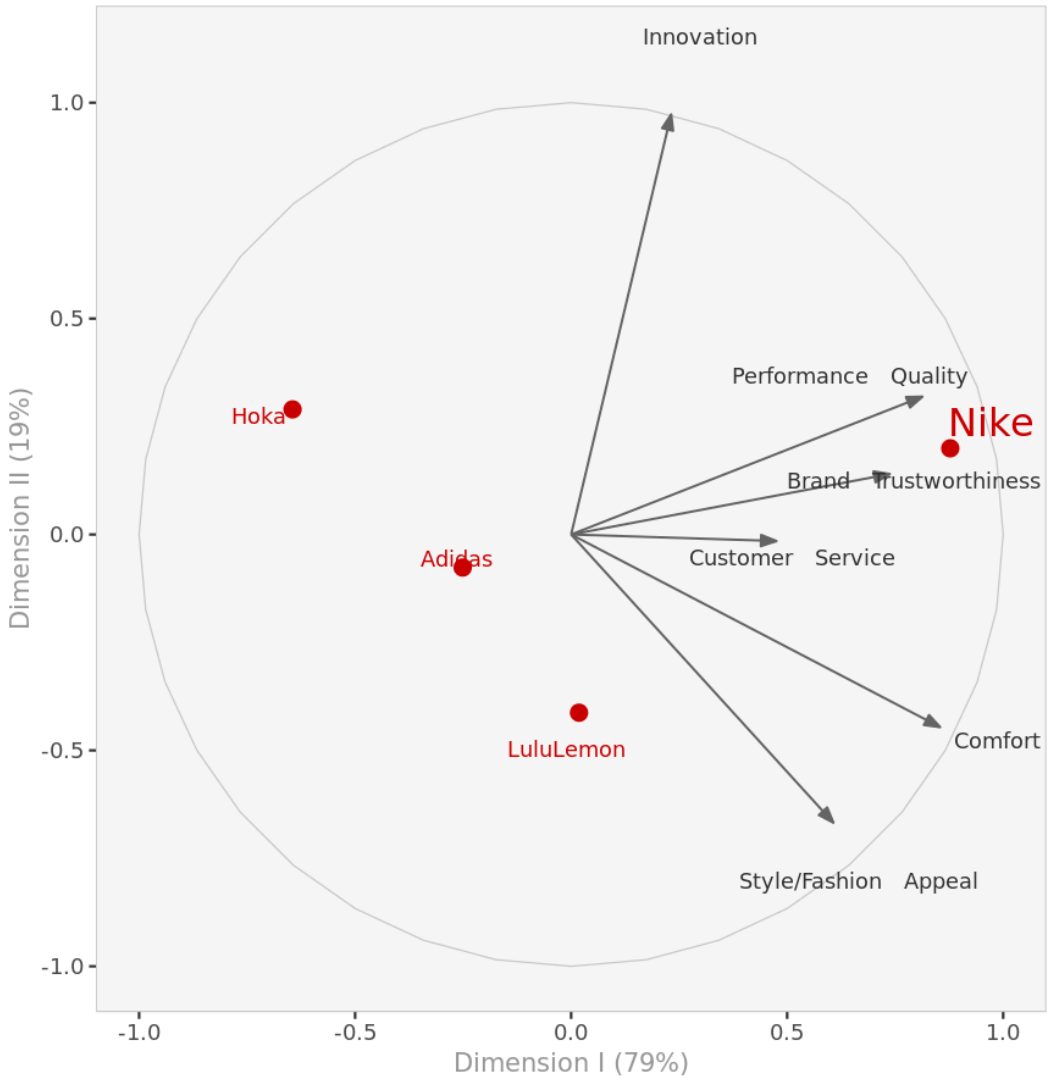
In interpreting the direction of the attributes, remember that:

- 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
Innovation	0.232	0.973
Comfort	0.854	-0.446
Style/Fashion Appeal	0.607	-0.667

Brand Trustworthiness	0.737	0.140
Performance Quality	0.813	0.319
Customer Service	0.475	-0.015

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

Summary

	Dimension I	Dimension II
1	Comfort	Innovation
2	Performance Quality	
3	Brand Trustworthiness	

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

	Dimension I	Dimension II	Dimension III
Innovation	0.0595	0.2501	-0.0002
Comfort	0.1319	-0.0689	0.0412
Style/Fashion Appeal	0.1193	-0.1312	-0.0848
Brand Trustworthiness	0.1343	0.0255	-0.1203
Performance Quality	0.1332	0.0523	-0.0797
Customer Service	0.1304	-0.0042	0.2413

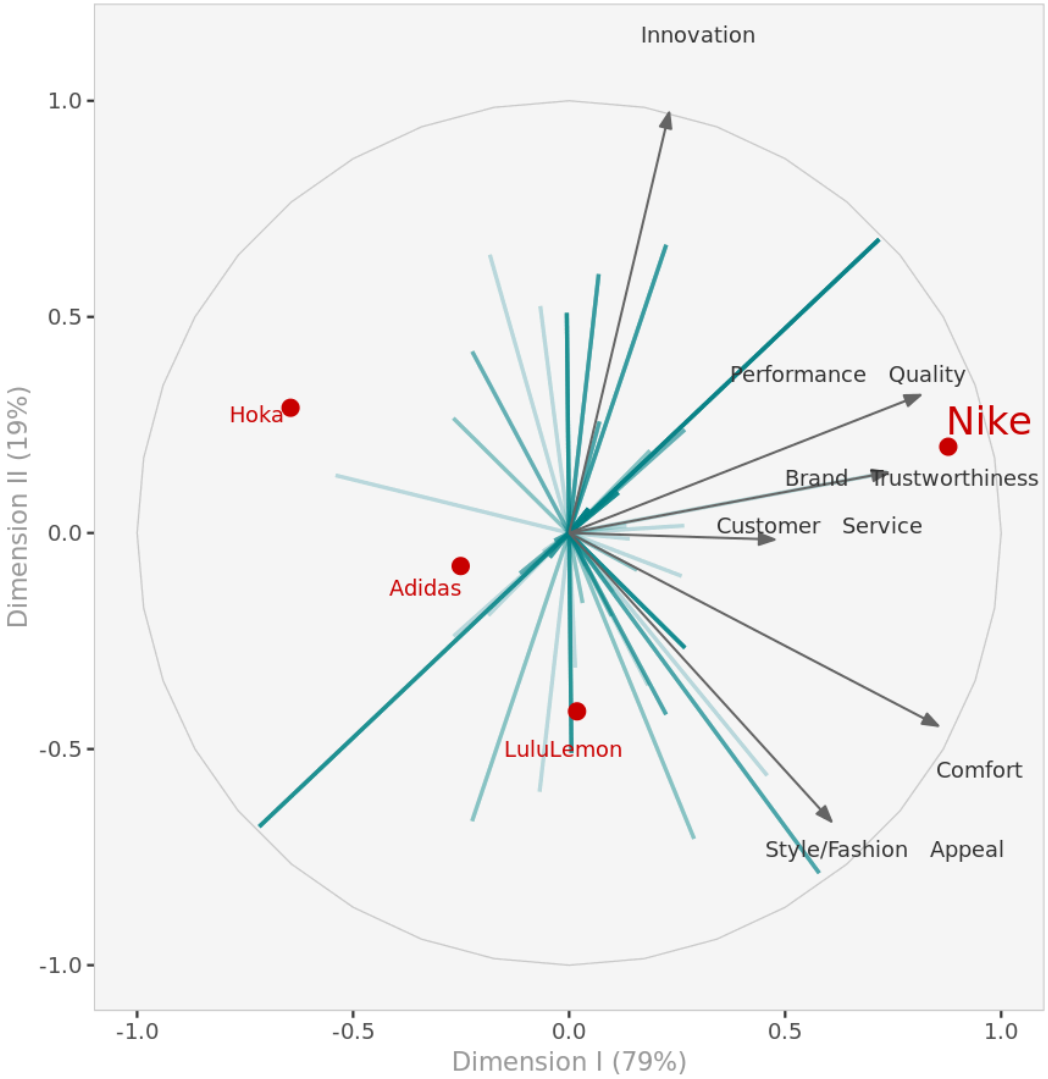
Factor loadings (excerpt). Displays the factor loadings of attributes.

	Mean	Stdev
Innovation	3.150	0.1291
Comfort	3.350	0.1291
Style/Fashion Appeal	3.325	0.3096
Brand Trustworthiness	3.350	0.2517
Performance Quality	3.350	0.1732
Customer Service	3.175	0.0957

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

Preferences

Dimensions I-II

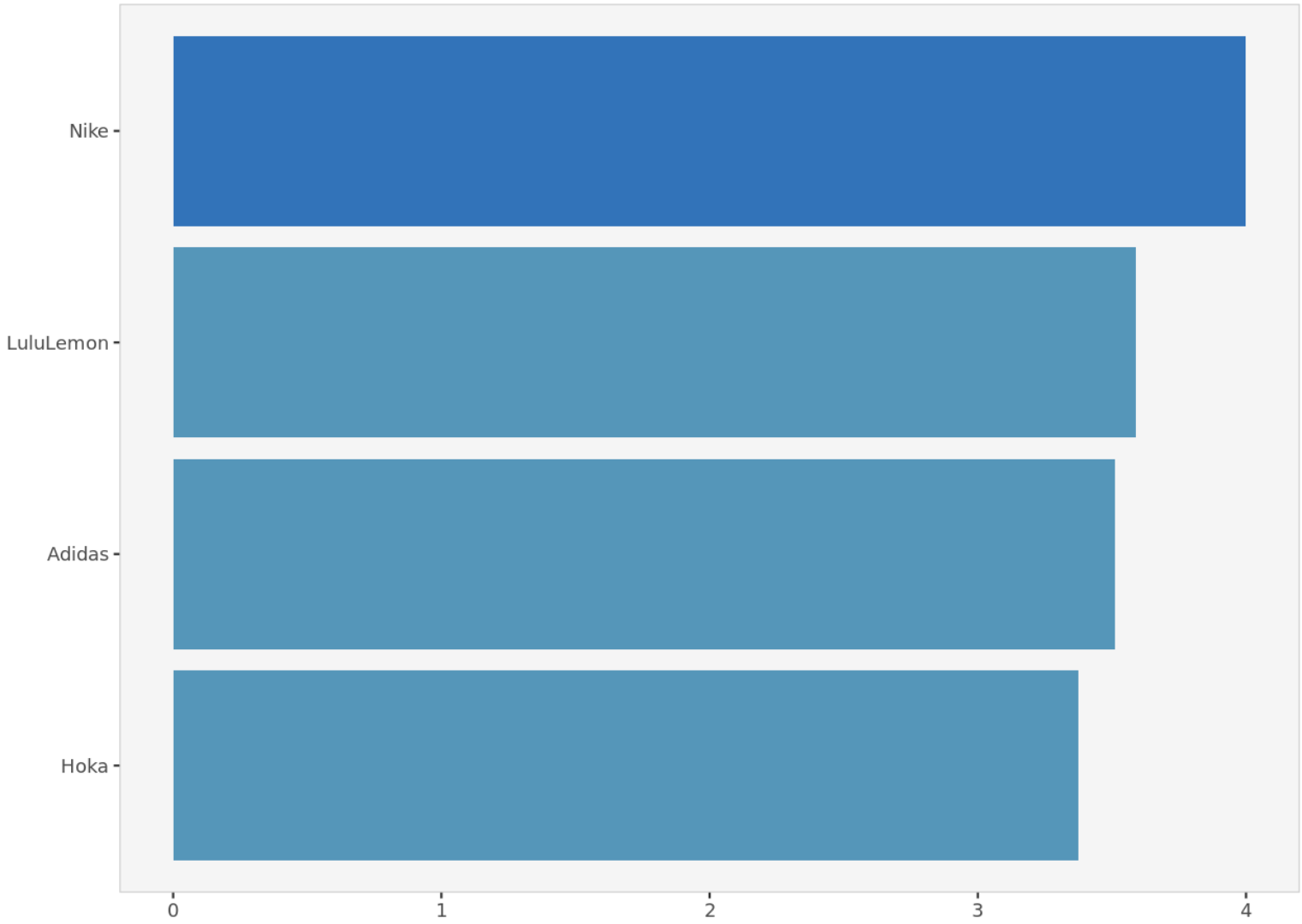


Perceptual Map I-II. Complete perceptual map with objects, attributes and preferences on the first and second dimensions.

Preference data

	Average preference
Nike	4.00
LuluLemon	3.59
Adidas	3.51
Hoka	3.37

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
Respondent 1	0.114	0.093	-0.989
Respondent 2	0.005	-0.509	0.861
Respondent 3	0.225	0.667	-0.711
Respondent 4	-0.005	0.509	-0.861
Respondent 5	0.717	0.679	0.154

Respondent 6	0.267	0.017	-0.964
Respondent 7	-0.717	-0.679	-0.154
Respondent 8	0.005	-0.509	0.861
Respondent 9	-0.187	-0.191	-0.964
Respondent 10	0.068	0.599	0.798

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

Market shares

Introduction

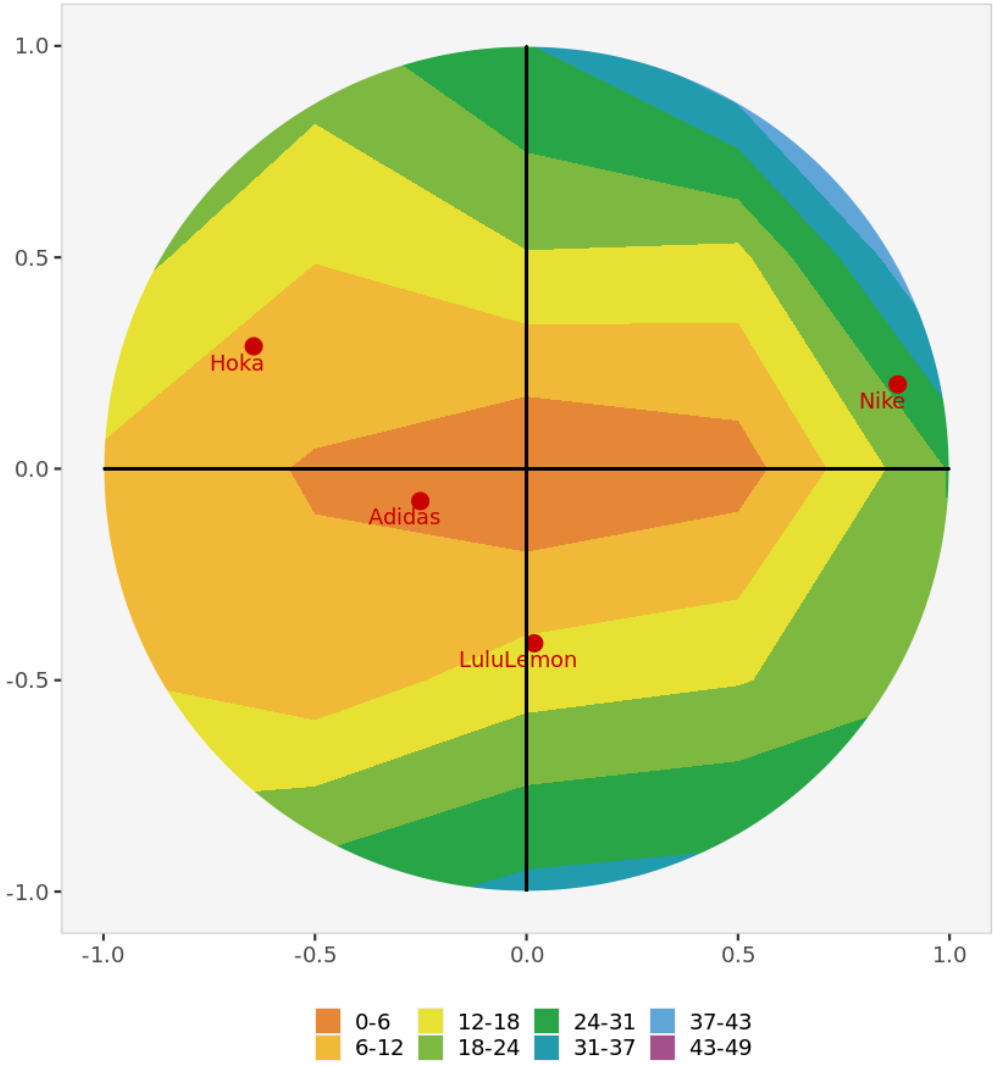
The following charts display simulations of the market shares a new product would achieve, depending on its position on the perceptual maps.

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	4.50	0.502	0.410
2	2.25	0.015	-1.376
3	4.00	0.688	2.041
4	4.25	-0.044	4.128
5	3.25	0.702	0.665

6	2.50	1.720	0.110
7	3.75	-0.702	-0.665
8	2.25	0.015	-1.376
9	4.00	-0.903	-0.920
10	4.50	0.186	1.631

Preference beta values (excerpt).

	Parameter	Value
1	Rule	First-choice
2	alpha	none

Market share parameter table.

	Nike	LuluLemon	Hoka	Adidas
Respondent 1	5	4	4	5
Respondent 2	2	3	2	2
Respondent 3	5	3	4	4
Respondent 4	5	2	5	5
Respondent 5	4	3	3	3
Respondent 6	4	2	1	3
Respondent 7	3	4	4	4
Respondent 8	2	3	2	2
Respondent 9	3	4	4	5
Respondent 10	5	4	5	4

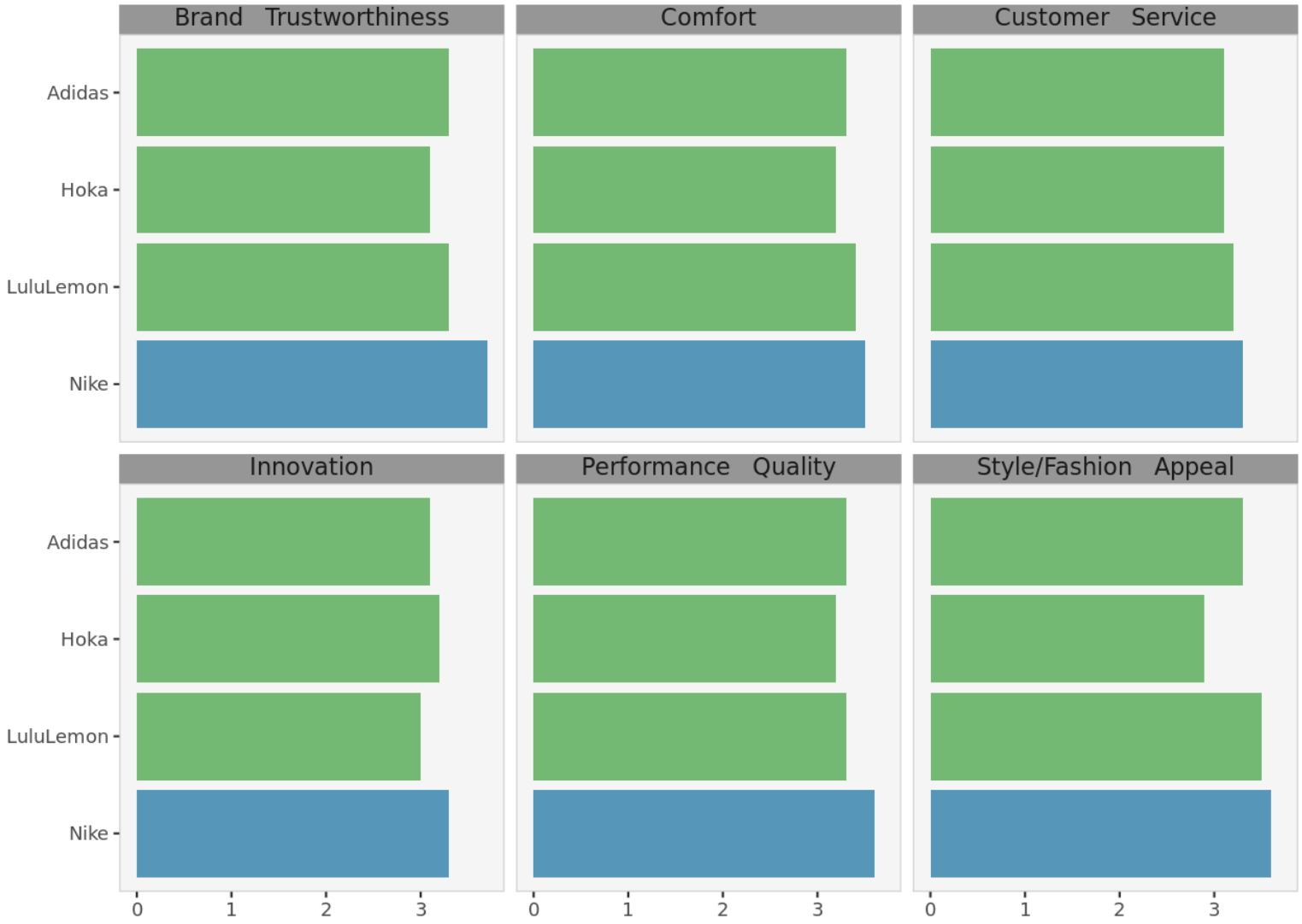
Actual preference data (excerpt).

Perceptual data

Perceptual data

	Nike	LuluLemon	Hoka	Adidas
Innovation	3.3	3.0	3.2	3.1
Comfort	3.5	3.4	3.2	3.3
Style/Fashion Appeal	3.6	3.5	2.9	3.3
Brand Trustworthiness	3.7	3.3	3.1	3.3
Performance Quality	3.6	3.3	3.2	3.3
Customer Service	3.3	3.2	3.1	3.1

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.