

Perceptual Maps in Marketing Simulation

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The sales of Thorr Cruiser have declined. It is caused by high prices and weak differentiation of the product. In particular, young people cannot afford to buy motorbikes. In addition, other market players offer motorbikes for more reasonable prices. Moreover, competitors of Thorr Cruiser have more service offerings. On the other hand, Thorr Cruiser has a high life style image. Therefore, the aim of this paper is to change the product's positioning strategy through constructing a new perceptual map, which will be used in marketing simulation.

To begin with, marketing simulation for Thorr Cruiser consists of three phases. The first phase is choosing relevant parameters. Quite low popularity among young people demonstrates that motorbikes of the following brand are not perceived modern any longer. Therefore, the company should advertise Thorr Cruiser in the Hollywood films and in the Internet to make it more attractive for an average customer especially young people segment. In addition, the comparison with the brand's competitors demonstrates that Thorr cruiser has limited services and quite low quality engineering, thus, these parameters also should be used for simulation. Apart from that, the price parameter should be also included. The results of the first phase are successful repositioning of the brand, which makes customers perceive it as a modern motorbike with excellent quality engineering and many service offerings. In addition, the high price will be maintained. It will save the image of Thorr Cruiser as an inclusive brand.

The second phase of the marketing simulation is deciding if it is more effective to reposition the brand of Thorr Cruiser or to launch a new brand name. The falling of sales demonstrates that old parameters of the Thorr Cruiser are not attractive enough for customers. In particular, according to different surveys, clients complain about the motorbike's shape and the low level of customization. The solution for these complaints are changing of the motorbike's

design and adding new services. On the other hand, segment of customers over 35 are more conservative, so they may reject buying new models. Therefore, launching new brand name is more reasonable. Apart from a new brand name, the company should develop the new spirit of the motorbike that would appeal young people. For instance, young people value how the vehicle looks and feels. In addition, it should be unique in the market. If these factors are observed, customers below 35 will agree to pay high price. Moreover, making another brand name for younger people will also save the segment of older people who get used to the existing brand. Apart from that, attracting the segment of young people will give long-term advantages because the company will get permanent customers for decades.

The third phase is developing new perceptual parameters. They should base on customers surveys and the results of sales. It has been already discussed that customers are not satisfied with the motorbike's shape and customization. Therefore, the company should redesign the motorbike. However, the changes should be not too big because the company has many permanent customers that have a strong perception of the brand. For example, designers can introduce new exhaust sound. As for customization, the company should apply all the measures to make it easy. As a result, a company will get a distinctly new type of a motorbike. However, it is not enough. In particular, the company's staff should start developing a new perception of the brand in the Internet, Hollywood films, etc.

To sum up, the relationships between positioning and differentiation of products and services is significant. Thus, differentiation deals with the developing unique characteristics of the motorbike that would make it different from the other products. As for Thorr Cruiser, its main aim was to make it attractive and unique for young people, as they do not demonstrate the significant interest in this motorbike. The methods that can improve the situation are maintaining

high prices, financial options, quality engineering and service offerings. However, positioning of the product deals with the creating the necessary perception of the product in the minds of customers of the necessary market segment. As for Thorr Cruiser, customers perceive it as not contemporary product, thus, the sales have reduced. The solution of this issue is making product more modern thorough advertising in Hollywood films and the Internet. However, Thorr should be presented as new brand with new attractive characteristics. In other words, differentiation of the product helps to improve the positioning of the product. The cause is that differentiation affects the customer's perception of the product of service.

The repositioning of the product in the simulation was not as I had expected it to be. It happened so because product differentiation was not big enough. Advertising in internet and Hollywood, improving customization and suggesting financial services are effective measures but they cannot make Thorr Cruiser unique from the motorbikes of the brands. As a result, the customer's perception of the product has not changed greatly and eventually the sales improved a little.

Another marketing component is an impact of the product lifecycle. It clearly influences all the aspects of marketing. For example, if the product is in the introductory stage, companies set high prices, make wide distribution and actively build a brand image. On the other hand, if the product is in the decline stage, companies reduce prices and distribution channels. In addition, they spend less on promotion. In the simulation of Thorr Cruiser, the product reached the maturity stage. On this stage, it is effective to make small changes to the product (e.g. improving customization and quality engineering) in order to differentiate it. In addition, the launching of new brand name was offered. It will help to attract young people. Apart from that, it is necessary to set new distribution channels such as direct selling from the website. Besides,

promotion should be also expanded e.g. Hollywood films, the Internet, etc. (Marketing Teacher.com).

References

Marketing Teacher.com. (n.d.). *The product life cycle*. Retrieved from
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