

ABSTRACT

KARA, Özlem. Determination of Perceptual Positioning of the Pestil and Köme Brands with Multidimensional Scaling Analysis: Gümüşhane Example, 2016, (XIII+75 Pages)

“Brand perception” and “brand positioning” concepts have an important place in the consumers’ purchase decision processes. Brand perception that they created as a result of their evaluations from different perspectives and due to positions that they placed the brands in their minds, consumer are separating brands from their competitors. While some are becoming strong competitors by positioning close to each other, some others are leading a weak competition by positioning relatively far from each other.

In this study, consumers’ brand perception and positioning about the pestil and köme brands that are settled in the province of Gümüşhane are analysed. In this study, it has tried to understand how consumers perceived the brands through eight different dimensions such as taste, quality, prestige, hygiene, safety, price, availability, and advertising. Eight different dimensions are wanted to be evaluated together in the study. So of this Multidimensional Scaling Analysis was utilized. Finally, perceptual maps in which the positions of the pestil and köme brands are shown on the two-dimensional spatial planes were obtained. The relations of the proximity and distance of the brands in this map and brand preferences ranking of the consumers and the identified amount of sales of the brands were examined by comparing them.

Keywords: Gümüşhane, Pestil and Köme, Brand, Brand Preference, Brand Positioning, Perceptual Maps, Multidimensional Scaling Analysis