

**PERCEPTION OF THE CONSUMERS ABOUT THE MEDIUM SIZE IMPORTED
AUTOMOBILE MARKET IN BARRANQUILLA, COLOMBIA**

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M.B.A. Especialistas

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ABSTRACT

Barranquilla used to be the model city in the country during the decades till the 70`s. The urban development began with the new buildings being built on the terrains of the typical country family houses with their patios in the Prado district. The first high buildings were built as a property and dwelling of the rich people and immigrants during the World War II. Apartments built in this nice part of town have a nice view of the river Magdalena and, when the sky is clear, of the Sierra Nevada of Santa Marta which is more than 100 km away.

Couple years ago one car per family was enough. The concept of having a car was a use for the whole family. The head of the family used it for going to work during the week and the whole family for its trips on the weekends. During the 80`s the needs changed, and a large number of professional women graduating from the universities got their jobs with totally different time schedules than their husbands and needed their cars as well. The need of having two cars per family became a common requirement. Nowadays that fact has changed, and that is why families buying or renting apartments need at least two parking places as each family tends to have at least two cars, if not even more.

At this point it is needed to analyze how the vehicles are perceived in Barranquilla. The fact is that the amount of cars and the quality of transportation shows the level of quality of life in every country as it proves its economical stability. People can understand a car as an object making our life more comfortable, as a symbol of having money, as an injection to raise self-esteem, as showing off having money, etc.

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Judge President

Judge

Judge

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*Every day is a walk
Every day there is a challenge
Every day we have the opportunity to be higher...
Because the successfull is for the perseverante
people..*

To our families.

Jitka – Juan

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0. INTRODUCTION

Barranquilla used to be the model city in the country during the decades till the 70`s. The urban development began with the new buildings being built on the terrains of the typical country family houses with their patios in the Prado district. The first high buildings were built as a property and dwelling of the rich people and immigrants during the World War II. Apartments built in this nice part of town have a nice view of the river Magdalena and, when the sky is clear, of the Sierra Nevada of Santa Marta which is more than 100 km away.

In spite of being so comfortable and large, the new generations of people living in Barranquilla need not only certain amount of rooms but as well a certain number of parking spots when buying a new apartment. Couple years ago one car per family was enough. The concept of having a car was a use for the whole family. The head of the family used it for going to work during the week and the whole family for its trips on the weekends. During the 80`s the needs changed, and a large number of professional women graduating from the universities got their jobs with totally different time schedules than their husbands and needed their cars as well. The need of having two cars per family became a common requirement. Nowadays that fact has changed, and that is why families buying or renting apartments need at least two parking places as each family tends to have at least two cars, if not even more.

The architects of the town forgot about widening the streets because of those needs. There are various projects with ideas how to lower the traffic of the town in the peak hours (transmetro, pico y placa) as the rest of the big towns of the country because widening a street is not always a possible solution. That is when a public transportation comes to the question.

At this point it is needed to analyze how the vehicles are perceived in Barranquilla. The fact is that the amount of cars and the quality of transportation shows the level of quality of life in every country as it proves its economical stability. People can understand a car as an object making our life more comfortable, as a symbol of having money, as an injection to raise self-esteem, as showing off having money, etc.

The necessities of quality and modern transportation are a common condition of living in the modern society of today all around the world. In the city of Barranquilla, the necessities have diversified as the living conditions of the families have been changing as the society develops and new necessities are defined.

The barriers of international trade disappear; Colombia enters economical unions bringing new perspectives of changes in production, trade, and perceptions. New needs come to the minds of people who want to try new things and let the imports compete the national production. Car industry faces the same competition and the culture faces changes as well. The consumption has changed even in Barranquilla. It became global. The consumers have to make a

decision every time they want to buy something comparing the national and imported products, comparing the brands according to their positioning on the market. Brand name represents a very important information, the perception the consumer creates then about each brand name to make his decisions easier.

Barranquilla has a strategic geographical situation as an important port of Latin America. Its closeness to the North American States makes it easy to import the brand products that the local people are used to consume. One of the imported products from the North America or Europe is the automobile, the object of our analysis of the perception about imported family cars in the city of Barranquilla.

The evaluation of the ability to compete on the international market, resources, behavior, tendencies, and a business culture is the first step of an exporting company to take in account before coming up with a certain export strategy. It is more important to have the whole process and organization of any exportation well organized as a whole than having a perfect product to export. The company has to make clear which product, where to, and why is going to export. In other words, the company knows which product, to which country, and how to export. The plan to export on an international market is a process demanding time, creativity, and funds. It is not only about knowing which product to export, but also what the perception of the local consumers is like, and in what way the company can reach the consumers and their minds to position the product, a car in our case, well being able to compete with the national car producers that have a lot of advantages that the importer, without having a solid base in the country, sometimes cannot have or obtain.

The Czech company, Škoda, can be one example of a foreign company on the Colombian market that had to have a certain strategic plan ready before starting to export cars to Colombia in 1994. Its strategies had to be changed over the time as the market develops in Colombia and as the products of the company change. Škoda used to be and also is the biggest and the only producer of means of transport in the Czech Republic. Škoda is the only producer of automobiles in the Czech Republic and as the only one also exporting to Colombia through its Colombian dealers. The Czech Republic was the first country of all the communist countries to end the era of the communist party in 1989. Since then the country has been following the example of the economies of the West European countries. The economy has become an open market economy. The frontiers disappeared and the free movement of goods, services and the capital become a reality. Thanks to the trade liberalization, the foreign direct investments grew rapidly bringing new technologies and jobs. The Czech economy grew the fastest out of all East European countries that went through the same changes. The company Škoda was bought by Volkswagen when it turned to be a very convenient investment. Volkswagen used the advantage of a strong German currency, deutsche mark, and offered to Škoda an improvement of the financial situation and the development of new technologies continuing in the production using the technologies of Volkswagen. Škoda has been selling cars all around the world and entered automobile market of Colombia in 1994. The company was successful in the beginning, then its sales dropped, and dealerships in Cartagena and Barranquilla were closed. Now Skoda is interested in positioning its product in Colombia and wants its sales to grow.

There is a competition on the car market in Barranquilla. Many brands try to catch the attention of a consumer persuading him about the product quality. It is not only the product quality that makes the consumer make his mind, make his a perception. Many internal and external factors influence his decision how to satisfy his physical, psychological, social, and familiar quality of life.

The people in Barranquilla do buy cars. What kind and what brand of car buy is influenced by their perception about the marketing mix of the brands of the imported cars. What brands of imported cars can me found competing on the market in Barranquilla? What do the consumers in Barranquilla have in their minds about each of the brand names, its products, price, promotion, and distribution channels? What is the real perception of the car consumers in Barranquilla about the imported family size cars? What are the internal and external factors influencing the process of perception of the customers in car market in Barranquilla? Are the consumers open to accept new information and change their perception about a certain car brand? Does the consumer in Barranquilla look for the information about cars actively? Or does he just let the people and the company influence his perception without being active himself? Friends and family or experts in the car dealerships have more influence on the car consumer while he is creating his perception about a certain model of a car? Does he prefer a color and design of the car to its brand name? Is the car equipment so important to him?

This investigation is focused on the automobile market in Barranquilla, Colombia. The analysis will evaluate the perceptions of the car consumers in Barranquilla

about the imported family size cars of brands as Citroen, Ford, Honda, Hyundai, Kia, Nissan, Peugeot, SEAT, Skoda, and Volkswagen.

The facts about the perceptions about the product and its variables found through this analysis as the product, price, promotion, and distribution, covering customer service, communication, or impulse, can be the base information for the correct marketing strategy when entering or positioning a new product in Barranquilla. The conclusions of the analysis of the perception about the imported cars include recommendations that any car producer can use preparing new strategies entering or building a new strong position on the car market of imported cars in Barranquilla because there are many factors that influence the perception and the amount of imported car sold in Barranquilla, Colombia.

1. JUSTIFICATION

The competitiveness of an international company is notable when the company not only enters a certain market, but also manages to maintain its position. The international competition is about being able to enter the market and at the same time to be ready to act when the local conditions of the market change. The ability and the capability of the company to adopt itself and its strategies to the changes and the differences of the cultures and perceptions allow the company to become successful.

The world has been changing rapidly, and the world economy goes through process of globalization and integration with independency of the markets and the production. The number of actors on the markets grows every day as more and more free market unions are created. It is necessary that the companies do take in account all the aspects of the world competition and get ready, with a lot of responsibility, to manage well all the unexpected tasks and questions the markets can require or ask from them. The free market has its own rules and the number of the companies involved is getting higher when talking about an international trade bringing together many cultures, political or economical differences (currencies, technological development, scientific research) of the countries that the companies are originally from.

Any company specialized in a certain production acting on a certain market must follow the local tendencies in development of the production and of the consumption. It is a must to obey the local laws, respect the norms, requirements about the quality of the products, and also the environmental aspects. Those needs of the markets and many new ones occurring every day are the key to the sustainable growth of a company abroad.

There are many reasons why the company cannot base its strategy only on the competitive advantage in the different taxes or other market barriers, the differences in exchange rates, the supportive fiscal or monetary policies of the government, lower costs of transportation or wages, different degree of the technologies of communication, and information used.

As this investigation is focused on the market of imported family size cars in Barranquilla, Colombia, evaluating the perceptions of the car consumers about the marketing mix of brands as Citroen, Ford, Honda, Hyundai, Kia, Nissan, Peugeot, SEAT, Skoda, or Volkswagen, the results, conclusions, and recommendations can be used by those car producers who need to come up with a perfect marketing strategy to strengthen their position on the car market in Barranquilla, by car producer who are ready to enter the mentioned car market for the first time, by the Colombian dealers to influence car sales in Barranquilla, Colombia, or by the national Colombian competition.

2. OBJETIVES

2.1 GENERAL OBJECTIVE

To analyze the consumer perception in the automobile market in Barranquilla about the brands of imported medium size family cars.

2.2 SPECIFIC OBJECTIVES

- To identify the consumer perception about the marketing mix of the imported medium size family cars of various brands offered on the automobile market in Barranquilla.
- To identify the steps of the perception process of the consumers of imported medium size family cars in Barranquilla.
- To define the external and internal factors which influence the consumer perception about the imported medium size family cars in Barranquilla.

3. METHODOLOGY

Both, primary sources and secondary sources of information were used throughout the analysis done in a qualitative way. Under the primary sources we cover interviews with the actual or former owners or the users of family size imported cars. The secondary sources of information were documentation, all kinds of books, booklets, and the internet.

Current family size imported car owners or users were interviewed as they had the basic information needed to be interpreted thanks to their own experience and the facility to follow the changes on the market of imported cars in Barranquilla in general. Those people are native speakers, so all the interviews were translated simultaneously into English to be well understood by a reader of the analysis. In the interview the people didn't use their real names to protect their privacy and for security reasons as well.

The information collected through the 14 interviews was used as a base to analyze the perceptions about the imported family size cars on the automobile market in Barranquilla, Colombia - the product, price, promotion, and distribution, covering customer service, communication, maintenance, ease to buy spare parts, image of the owners and their impulses.

Individual interviews with 14 people were done, with or without a tape recorder, to come up with very detailed opinions. The group of people was made up of individuals that already have experience with imported family size car, and at the moment they may have just any brand of a car, still being another potential consumer already looking for a new car in Barranquilla.

During the interviews a list of base questions was followed, and the interview itself was led according to the answers received from the interviewed person including different information in all the interviews still proving a certain general perception about the sample group of people. In the end the information received from each interview, obviously differed according to the experience of each person with any car brand, was generalized first. The exceptions have to exist because not everyone has the same perception and the majority.

Answers very deeply analyzed and evaluated how each person expressed his perceptions during the actual interview including his gestures, movements, position of the body, and interest in the subject of the interview as the source of the non-verbal information. The interviewer had to understand the point of view of each person and it was needed to confirm the answers asking very similar questions and repeating the answers in different words expressing the same ideas. Misunderstandings had to be eliminated in evaluation of the results of the interviews. The perception of anybody could be very easily interpreted in a wrong way by someone who is not present during the interview and reads only the answers on the paper. The interviewers were not psychologists. Any false

interpretation could lead to a wrong conclusion and recommendations of our analysis.

This work is descriptive and analytical. It describes perception, evolution, and its main components. The objectives are to analyze the perception about imported family size cars in the city of Barranquilla. The analysis of perception and its process has to include the influence of culture aspects to define the differences in perception of the consumers in Barranquilla based on age, social class, and occupation, to define the perception of the consumers about marketing mix of various imported car brands based on the analysis of the interviews with the consumers of the car market in Barranquilla. The analysis covers perception process which is influenced by internal variables (values, mood, knowledge, attitude, limitations, motives, impulses), external variables (environment, culture, subculture, innovations, family) personal determinants (learning and memory, personality and auto-concept, attitudes, motivation and involvement). The most important internal and external factors of the perception of the consumers of imported family size cars in Barranquilla were analyzed and deeply interpreted.

4. LITERATURE OVERVIEW ABOUT SENSATION AND PERCEPTION

Quantitative investigation reveals changes in statistics. Quantitative investigations are preferred by managers to make strategic decisions based on large sample group. On the contrary, the qualitative investigation can be applied to examine the attitudes, feelings, and the motivations of the consumers. Qualitative investigation is usually done with small groups using open answer questions. The answers are usually very rich, human, subtle, and revealing. That is usually considered to be insufficient by the managers for any kind of important strategic decisions.

The advantages of the deep interview in comparison with the group sessions are that the group pressure is eliminated and the truth sentiments of the customer are revealed, the closer contact of the interviewer and the customer makes the information more personal, and the feedback is a part of the interview.

Two processes, perception and sensation, used to be understood to be parts of the relation of the human organism with its surrounding. It was believed that the knowledge of a person was obtained through the senses of the sight and the hearing. Even when the perceptions were supposed to be dominated by the sensorial experience, they were clearly distinguished from the sensations that were considered to be components of the perceptions. The sensations were understood to be complex results of the elaboration and organization that were

affecting the central nervous system. It was possible to make predictions about the sensations, but not about the perceptions.

There are many definitions of perception. 1) "The perception is an act or a process of getting to know objects, deeds, or truths through the sensory experience or thinking; it is a conscience of objects; it is knowledge." 2) "The reference that the sensation makes about any external object." 3) "It is immediate or intuitive knowledge, opinion, analogous discernment about the sensual perception, regarding the immediacy and the feeling of the certainty that comes with it; frequently it implies a pleasant observation or a subtle discrimination."¹

According to William James the definition of perception in 1892 was: "The consistency of the material particular things that are represented to the senses", adding a phrase: "the sensory processes and the combined brain reproducers are the ones that proportion the content of our perceptions".² In 1924 Seashore says: "The sensations are those conscious processes that normally depend on the function of the sensory organs."³

The perception is the conservation of the contact of the part of the organism and its surrounding, its inside, and its postures and movements. The perception process consists of the perception of the changes of the energy occurring inside of the receiving cells, the transfer of the energy in electric impulses and the codification of the impulses to preserve the information about the external and

¹ BARTLEY, S. Howard: Principios de Percepción. Mexico: Trillas, S.A.. 1969. p.21.

² Ibid.p 12.

³.Ibid p.12.

internal events that is transmitted through the energy stimulation. These energy changes influence the receivers and excite them, transmit and reveal the information to the central nervous system in a coded form. Investigators are focused on the research about the subjective experience or on the observable answers. The indexes of the perception are noticeable in the behavior of the organism. The detection, discrimination, and the animal recognition behaviors prove that it is in the contact with external or internal situation. These types of conducts can lead to the muscle contractions, movements, or verbalization.

It is enough to present only fragments or generalization when presenting a definition; it is not necessary to relate the perception with other processes that form the total behavior of an individual.

It is needed to distinguish the perception. Categories of the conduct are perception, thinking, will, emotion, apprenticeship, memory, feelings. Any psychological fully developed system has to define this phenomenon or indicate that, because of the impossibility to define any of those, had to omit them inside of its system. Perception is a product of evolution. The conduct that the body is ready to manifest in the constant immediate reactions of sensory excitements has a meaning that the distant relations of the thinking processes don't have. The immediate behavior is fundamental. The conscience has an absolute character and an effectiveness that can be examined here and now. The imaginary or remembered of the space and the time is not like that. Other kinds of conduct are to think and to know. To think is to form a good judgment, opinion, reflection, to

establish mediation and to center the thoughts on something. To know, or to learn, is to perceive directly, to perceive to be truth.

4.1 PERCEPTION THEORIES

The theories can be divided into four classes depending on the theoretical focus, the attention to the general problems they treat.

1. **Theories specifying the internal structure of the perception** – the nucleus and context theory.
2. **Theories specifying relations that the organism establishes with its surroundings** – the texture gradient theory, the theory about the level of adaptation, topological country theories.
3. **Theories specifying the implied body mechanism** – cybernetic theories, cellular group theory, motor adjustment theory, sensory country tonic theory.
4. **Theories specifying the purpose they have or the characteristics that assume the activity of the organism in its relation with the perception** – the probability theory, the direct state theory, theory of hypothesis and expectations.

The nucleus and context theory does not allow any acceptable formulation. The theory about the level of adaptation and the sensory field tonic recognize an aspect of the corporate activity that needs to integrate with one theory that understands the perception. Some theories look at the conduct from the point of view of the organism as the probabilistic one, the transactional one, the executive

state, and theory of the hypothesis. There is no way how to verify that the distinction between the energetic and the perceptual dominions are done in precise terms. The essential characteristics shall be expressed in a general theory. The symbolic character of the perceptual processes, the classifying role of the stimulators of the perceptual conduct, and the natural interpretation of the perception, are the affirmation that the perceptions are determined by the field.

4.1.1 Theories specifying the internal structure of the perception

The nucleus and context theory. It is the classical theory of the perception. According to this nucleus and the context theory, the perception is not produced as a result of the experience of one of the parts. It is a product of the conscience of the combination of the interrelated parts. The sensory components by themselves lack meanings; the perception itself has the meaning as a whole or aggregated. The images and the sensations go one with the other. The context proportion is believed to be significant.

4.1.2 Theories specifying relations that the organism establishes with its surroundings

Texture gradient theory. Explains the special characteristics of the visual perception. The tri-dimensional vision of the space is based on the same resources that are used for the vision of a plane area, indicating the existence of the relations between the projection of the surface image in the retina and the orientation of this surface according to observational line. According to this theory, the sensed objects are not groups of sensations formed by the similar

units but by the constellations of the surfaces and the borders. The perceptions are not copies of the external objects; they are kinds of correlations.

The theory about the level of adaptation. Is explained by Nelson⁴ and studies the answers of the organism to the configurations in accordance with their dimensional and quantitative orders. The adoptive processes are found in the roots of the individual perception of the sizes, distances, intensities, and others magnitudes including the qualities as the beauty. To act that way, the organism establishes its neutral zone.

Topological country theory. Treats an individual as a spot in the space that can move itself from one part of its vital space to another part. The perception is linked with the understanding of the individual positions in the vital space.

4.1.3 Theories specifying the implied body mechanism

- Cybernetic theory recognizes the knowledge of the nervous system and the principles that the computers use. Perception is the totality of the objectives of the organism.
- Cellular group theory. The author, Hebb, believes to have enough evidence to be able to indicate the initial answer to the visual objectives. Psychologist Gestalt seems to have more integrated answers. He does not define the

⁴ Ibid. p. 29.

perception, and focuses more on the signs of learning. The theory of Hebb intends to sift the perceptions to find out what original is and what the product of learning is. The state in which the reactions start to present visual origins of a series of motor exploratory components that are producing, in small groups of the brain cells, activities that attach to a certain sequence that is integrated with another complexity, creates the neuronal base of the known activity as perception of the adult organism. The primary thing in perception is the figure and background difference, having a very different experience in the identity among the objects.

- Motor adjustment theory. Freeman⁵ points out the motor posture of the organism in the moment of stimulation. The emphasis is put on the natural way how the organism contributes to interact with its surrounding. The description of the conduct proposes a guide-line covered in the skeletal muscles. The tension consists of a general base of tension and a specific component. The tension is, in general, is a leader with a focus. The preceptor is then the immediate reaction happening when any relation with external events take place.
- Sensory country tonic theory. The authors of the theory, Werner y Wapner⁶, want to know the way, in which the external and internal factors interact. Both factors are implied and none of them can be left out in the reactions of the organism with its environment. The visual experience is partially

⁵ Ibid. p. 30.

⁶ Ibid p.31.

regulated thanks to the tone asymmetry that is produced in a determined moment.

4.1.4 Theories specifying the purpose they have or the characteristics that assume the activity of the organism in its relation with the perception

- The probability functional theory focuses on the phenomenon of the perceptual constancy. The indications play a considerable explanatory role. The organism tries to reconstruct the object and is able to approximate according to Brunswik⁷, the author, who calls it a probable functionalism, because the perceived object represents only a probability.
- Transitional theory. This theory considers the perception to be a guide of actions. The organism infers the nature of the object by and unconscious judgment. The organism confronts an election, and the perception can be truth. The importance of an existing experience is recognized as well. Certain presumptions turn in reality and the perception changes in accordance with them.
- The direct state theory. Bruner y Postman⁸ came up with the first contribution of the social psychology to the perception. The perception is based on the structural and conduct factors that receive indigenous and behavioral

⁷ Ibid p.31.

⁸ Ibid. p. 36.

denomination respective. The effects of the past experience include the needs, tensions, systems of values and prejudice of the organism. The conduct determinants form a central direct condition that influences the perceptions frequently very much.

- The theory of hypothesis and expectations says that the dispositions of the subject were established long time ago and are firm.

5. STEPS OF THE PROCESS OF PERCEPTION

The process of perception has these steps: **selection, organization, and interpretation**. Consumers will pick and choose marketing stimuli based on their needs and attitudes. Three processes define selection: **exposure, attention, and selective perception**.

Exposure occurs when consumers' senses (sight, hearing, touch, smell) are activated by a stimulus. The car buyer will be more attentive to car ads. Attention is the momentary focusing of a consumer's cognitive capacity on a specific stimulus. When a consumer notices a car in a showroom, attention has taken place. An important principle of attention is that the greater the consumer's adaptation level, the less likely it is that attention will take place. Many consumers have become so adapted to repetitive TV commercials that they don't listen to them automatically at all.

Selective perception means that two consumers may perceive the identical advertisement, package, or product very differently. **Selective exposure** occurs because people's beliefs influence what they choose to listen to or read. **Selective organization** occurs because people organize information to be consistent with their beliefs. Selective interpretation occurs so that perceptions conform prior beliefs and attitudes. Selective perception ensures that consumers will receive information most relevant to their needs. This function is called

perceptual vigilance. **Perceptual defense** protects the individual from threatening or contradictory stimuli. **Perceptual equilibrium**, consistency between the information they receive about a brand and their prior beliefs about that brand, is sought by the consumer.

Sheriff's social judgment theory states that consumers process information to ensure consistency by either rejecting contradictory information or by interpreting acceptable information to fit more closely with their views.

Heider's balance theory states that when information about an object conflicts with consumers' beliefs, they will achieve balance by changing their opinion about the object, about the source of information, or both.

Cognitive dissonance theory states that when post-purchase conflicts arise, consumers will look for balance in the psychological set by seeking supporting information or by distorting contradictory information.⁹

Perceptual disequilibrium occurs when the consumers accept discrepant information about a selected product. Both learning and cognitive dissonance theories¹⁰ predict different outcomes from dissatisfaction.

⁹ ASSAEL, Henry: Consumer Behavior. Boston: South-Western College Publishing, International Thomson Publishing. 1998. p.221.

¹⁰ Ibid. p.222.

Learning theory says that when a brand does not meet expectations, consumers learn from the negative experience and adjust beliefs and attitudes accordingly. That reduces the probability of repurchase.

Cognitive dissonance theory says that when a brand does not meet expectations, consumers will discount the negative information.

6. METHODS OF INVESTIGATION AND MEASUREMENTS OF PERCEPTION

The main methods used for the investigation of the perception are analytical introspection and psychophysical methods with a number of variants.

“The conscience, the perception and the introspection are connected with the origins of the scientific investigation in psychology. The introspection provides an opportunity to briefly describe the antecedents of the study of the perception. The scientific psychology debuted formally with the establishment of the first experimental laboratory by Wilhelm Wundt en 1879. Wundt defined the psychology as a science of and experience and of consciousness. The basic problems of the psychology, according to Wundt, consisted in the analysis of the consciousness processes and its elements, the way the elements were connected, and the laws the ones to control that connection. Finding a solution to the problems, Wundt came developed and applied the introspection, described then later (1890) by William James as “to look inside of our own minds and to inform about our discovery”. If it is considered that the subject of a study of the psychology is the immediate experience, the introspection is an obvious examination. The introspective method was doubted and later abandoned for three reasons: missing confidence, the change of the subject of the study of the

psychology, and the importance acquired thanks to the psychology of the animals.”¹¹

The psychophysics is more antique than the formal analytical introspection. “In 1860, its founder, Gustavo Fechner, was mostly concerned with the existing relations between the mind and the body, between the psycho and the physical. In the function of these objectives, he developed psychophysical techniques and appropriate methods how to treat the information. The metaphysical problems, in which context the psychophysics was developed, have no importance; their ingenious methods last in many forms as the principal way of investigation in the terrain of the perception. The psychophysical methods are instruments for the accurate investigation and for the quantification of the four types of the conduct; they are indexes of the perception: the detection, the discrimination, the recognition, and the stimulation. Those types are not any discreet categories; they are a kind of a descriptive classification.”¹²

¹¹ DAY, R. H.: Psicología de la Percepción Humana. México: Editorial Limusa – Wiley, S.A.. 1973. p.42.

¹² Ibid. p. 43.

7. PERCEPTUAL ACTIVITY AND ITS GENERAL CHARACTERISTICS

The processes, through which a man reflects loose signs of the exterior world or the signs that indicate the state of his organism, are the principal sources of information that a man receive, the execution is performed by the sense organs in various ways. The perceptual organs are divided into subgroups of contact (tact and a taste) and distance receptors (sense of smell, sight, hearing). The perceptive processes are indicating the outside world and the world.

The perception arises as a result of a complete analytical-synthetic work. Perception is a process of a reflex to the objects and situations. The perceptive process is a perceptive activity of the subject. The perceptive process is widely related to the activity of the previous guidelines. "The perceptive activity of a subject is similar to the processes of direct thinking and it is more complicated if the perceptive object is new and complicated."¹³ The receiving activity of a subject by its psychological structure can be similar to the direct thinking. A human being designates through the words the perceptive objects and learns more deep in his qualities.

Tactile perception. The process of identification of an image of an object is produced right away at the first look, implies a circumstantial character, and has a

¹³ BAYES, R.: Sensación y Percepción. Barcelona: Editorial Fontanella, S.A., Excorial. 1978. p. 61.

place through a successive chain of proofs. Through those the loose indications are emphasized, emerged, and various alternatives are formed ending with a definitive hypothesis being formed.

Visual perception. The image of the forms and of the extern things stays recorded in the retina and then is transmitted first to the sub cortical optics, then to the occipital areas of the brain cortex. The retina of an eye is able to realize independently very complex functions.

Structural perception. The theory of the structural psychology (Gestalt-Psicologia)¹⁴ has contributed much to the analysis of integral perception of the forms. According to this theory, the laws of the perceptual clarity and of the culmination of all, represented as the natural laws of the perception, are very useful only for the perception of a formed human being in the determined cultural conditions and are not confirmed through any study of perception of the historical formations, in which the perceptive geometric forms do not have the abstract character that distinguishes us. In the distinct levels of the historical development and the social field, the processes of perception can be subordinate laws.

Perception of the objects and the situations. Essential limits for perception of a complete picture are based on the situation, the importance of the free indications, the previous experience, and the objective perception of corresponding pictures. The differences of the people can be other factors that influence the differences in the perceptions. According to the German

¹⁴ Ibid. p. 93.

psychologist, W. Stern, the perception comes in four stages: a baby notices free objects, then actions, qualities of the things and as the last one the complex relations among those.

Auditory Perception. The complex audit oral perception consists of the active process that includes motor components in its structure. The difference between the auditory perception, with respect to the tactile and visual perception, is that if the motor components (movements of the hands and eyes) in the auditory perception are found separated from the acoustic system, they form a special voice system for the musical hearing and the articulation for the discursive hearing.

Perception of the time has diverse aspects and is carried out in various levels.

8. PERCEPTION IN THE BEHAVIORAL THEORY

8.1 THE CONSUMER BEHAVIOR

The consumer behavior is defines as: "...the process of decision making and the physical activity that the individuals realize when evaluating, buying, using, or consuming good and services."¹⁵ The consumers are the potential buyers of the products and services that are offered in the sale. The consumer behavior is not just an action of the purchase.

8.1.1 Perception of the personal and social characteristics

Perception is used in the area of the personality and the social psychology. The knowledge and experience influence the perception. According to McClelland y Atkinson (1948)¹⁶, the perception is influenced by the motivation. They discovered the raise of he frequency of certain answers connected with hunger of the subjects and the foodstuff. The nature of the perception is influenced by the motor as hunger then.

¹⁵ LOUDON, David L.: Comportamiento del consumidor. Conceptos y aplicaciones. México: McGraw Hill. 1995. p.5.

¹⁶ WEINTRAUB, Daniel J.: Percepción. México: Editorial Marfil, S.A. Alcoy. 1968. p. 112.

When a social behavior is in the game, it is necessary to understand immediately if the perception or the social behavior has been affected. It can be proved then that different people with different motives perceive one situation in a totally different way according to the motivation. Walter y Heyns (1962) noticed in their study of the behavior base don the conflict f the motives. “The motive of the objective is considered to represent the strength of the tendency to an effort to get the best; the motive of the affiliation is considered to be the need to establish and keep firm contacts with friends.”¹⁷

8.1.2 The theories of the perceptual behavior

Perceptual behavior theory studies the stimuli that affects the perception and behavior that is determined by the perception. **According to the theory by Demper y Earl (1960)¹⁸**, the complexity of stimulus is the most important characteristic. Every individual has a preferred level of complexity. The theory expects that no stimuli would be ever selected that would be less complex than the ideal one. The continuous interaction between the individual and a series of stimuli leads to the choice that is the most complete according to the objectives.

The theory of Demper and Earl says that more incentives can me classified by the option level, and the concept of the stimulus orientation implies the theory of motivation. The progressive change of the preference implies the theory of

¹⁷ Ibid. p. 113.

¹⁸ Ibid. p. 114.

motivation. There are many similarities of the human behavior that seems so fit so well with the outline of the development according to the theory.

The Theory of Berlyne (1960)¹⁹ says that the excitement is a big part of the excitement function of the variables as the surprise, complexity, innovation, also the characteristics of an individual that is looking for the ideal level of excitement. The curiosity is defines and an implied motivation looking for the optimal level of excitement.

Interpreting the concept of the perception and accepting the plasticity of the perception, the theories of the perceptual can change into a general behavioral theory that can include most of the problems that are interested for the psychologists.

8.2 ATTITUDES

Attitude researchers traditionally assumed that attitudes were learned in a fixed sequence, consisting first of the formation of beliefs (cognitions) regarding an attitude object, followed by some evaluation of that object (affect) and then some action (behavior). Attitudes can result from other hierarchies of effects as well.

¹⁹ Ibid. p. 114.

The functional theory of attitudes was developed by Daniel Katz to explain how attitudes facilitate social behavior.²⁰ According to this approach, attitudes exist because they serve some function for the person. That means they are determined by person`s motives. Two people can have very different reasons for having an attitude toward some object. Katz defines attitude functions:

- a) **Utilitarian function** related to the basic principles of reward and punishment,
- b) **Value-expressive function** to express the consumer central values or self-concept,
- c) **Ego-defensive function** to protect the person, either from external threats or internal feelings,
- d) **Knowledge function** when some attitudes are formed as the result of a need for order, structure, or meaning usually when a person is in a ambiguous situation or is confronted with a new product.

An attitude can serve more than one function, but in many cases a particular one will be dominant meaning the benefit for the consumer.

8.2.1 The ABC model of attitudes

The three components of attitude that are a part of the ABC model of attitudes: affect, behavior, and cognition. **Affect** refers to the way a consumer feels about an attitude object. **Behavior** involves the person`s intentions to do something with regard to an attitude object that does not always result in an actual behavior.

²⁰ SOLOMON, Michael: Consumer Behavior. Boston: Prentice-Hall, Inc. 1992, p. 205

Cognition refers to the beliefs a consumer has about an attitude object. This model emphasizes the interrelationships among knowing, feeling, and doing.

The hierarchy of effects explains the relative impact of the three components on the attitude of the consumer. These effects can be distinguished:

- Standard learning hierarchy - Consumer has his beliefs, learns more and gets effected, but the behavior is influenced by his beliefs. The attitude is based on cognitive information processing.
- Low-involvement hierarchy - Consumer dos not have any beliefs and preference, acts on the basis of limited knowledge and forms evaluation after the purchase. The attitude is based on behavioral learning processes.
- Experiential hierarchy: The emotional response is a central aspect of an attitude. Consumers act on the basis of their emotional reactions. Attitude is influenced by intangible product attributes, such as package design, advertising, brand names, and the nature of the setting. Consumer is affected by the hedonic motivations, such as how the product makes them feel or the fun its use will provide.

The less important the product is to consumers, the more important are many of the marketing stimuli that must be devised to sell it.

8.2.2 Levels of commitment to an attitude

The degree of commitment is related to the level of involvement with the attitude object. **Compliance** is attitude formed because it helps in gaining rewards or avoiding punishments from others. This attitude is very superficial. Process of **identification** occurs when attitudes are formed in order to conform with another person or group. At a high level of involvement, deep-seated attitudes are **internalized** and become part of the person's value system. These attitudes are very difficult to change because they are so important to the individual.

According to the principle of cognitive consistency, consumers value harmony among their thoughts, feelings, and behaviors and they are motivated to maintain uniformity among these elements, meaning that the consumers change their thoughts, feelings, or behaviors to make them consistent with their other experiences. Attitudes are not formed in a vacuum

9. MARKETING AND MARKETING MIX

“Marketing, as suggested by the American Marketing Association, is "an organizational function and a set of processes for creating, communicating and delivering value to customers and for managing customer relationships in ways that benefit the organization and its stakeholders"... The most widely accepted definition of marketing on a global scale comes from the Chartered Institute of Marketing (CIM) in the UK which is the largest marketing body in the world in terms of membership. The definition claims marketing to be the "management process of anticipating, identifying and satisfying customer requirements profitably". Thus, operative marketing involves the processes of market research, new product development, product life cycle management, pricing, channel management as well as promotion. However, marketing is more of a process-oriented cross function, not a direct decision maker in these processes. It is one of the company's management tools to ensure that products and services are developed according to market requirements, and that they are profitable.”²¹

Global companies use the mix of the standardized marketing because it makes it leads to the lower cost of production, distribution, marketing and administration, raises the fidelity of the consumers with a better quality for a lower price.

²¹ WIKIPEDIA. Marketing. (Text Online). (June 2003). <http://en.wikipedia.org/wiki/Marketing>

Promotion, one of the marketing aspects is sometimes criticized because the classical economic theory is based on the assumption that supply and demand are independent, and promotion comes from the producers and suppliers to influence demand to raise sales. The producers have a certain power to gain higher profits which would not be realized in the conditions according to the theory of free market.

Marketing methods follow the recommendations of many social sciences as psychology, sociology, economics, and anthropology. Marketing does not mean only promotion and branding. Marketing has these four elements: Product, Promotion, Price, and Distribution. A marketer uses the marketing mix to make a marketing plan how to enter and stay on the market offering what the consumer wants and being able to offer it where and how he wants it. The elements of marketing mix have to reflect the needs and wishes of the target market to convince them about the value and the benefits of the product for the consumers. Marketing research finds out in a formal or informal way what consumers want and need and what they are willing to pay for a product to satisfy those needs. Marketing offers to the management a competitive advantage.

Producers focus their activities and products on customer needs either through the customer-driven approach or the product innovation approach. In the consumer-driven approach, the needs of the consumers are the bases for all strategic marketing decisions. Consumer research is done first. Potential consumers are the ones who create the marketing offering, nature of the product

itself. Consumer is simply always the starting point. There is no need for the company to have R&D funds.

The product innovation approach means that the company innovates has to have enough financial funds to finance research and development of the product. The marketing research is conducted primarily to ensure that a profitable market segment exists for the innovation. The customers may not know about the options offered to them in the future. They do not know, and that is why they cannot answer us, what they will buy in the future. Product promotion is even more important when a company uses this approach.

9.1 PRODUCT

“In marketing, a product is anything that can be offered to a market that might satisfy a want or need. However it is much more than just a physical object. It is the complete bundle of benefits or satisfactions that buyers perceive they will obtain if they purchase the product. It is the sum of all physical, psychological, symbolic, and service attributes...A service is a non/material or intangible product – such as professional consultancy, witnessing, or an entertainment experience.”²²

²² WIKIPEDIA. Product business. (Text Online). (June 2003). http://en.wikipedia.org/wiki/Product_%28business%29

The direct extension of a product refers to the sale of a product in a market abroad without any change of the product, sometimes an adjustment of the communication has to be done as well. Adjustment of a product to satisfy special local needs of the foreign consumers abroad is another option. The last option is an innovation of a new product for the new market that satisfies the needs of the new market.

This element of marketing mix deals with the specifications of the good or service, and with the way it satisfies the needs of the consumer or user. Every product or service has three aspects:

1. Core Benefit (In-use benefits, Psychological benefits (self-image, enhancement, hope, status, etc.), Problem reduction benefits (safety, convenience))
2. Tangible Product or Service (Product attributes and features)

Product management uses marketing to raise the demand of a product as the product goes through its life cycle. What a customer really wants to receive is a generic product augmented by everything that a customer needs to have a reason to buy as additional support, training, manuals, cables, etc.

There are goods that can be found anywhere and the consumer expects them to be wherever he goes. On the other hand there are very special goods that the consumer is willing to look for in very specialized stores placed even away from the typical shopping areas. Market segmentation is needed to define better the customers, because it helps to adjust the physical and total product to consumer

demand. The product is adapted to consumer or user requirements as much as possible during the time as the fashion and needs change.

Consumer behavior has an impact on all the elements of the marketing mix. Goods can be separated into four categories:²³

1. Convenience goods that consumers wish to buy immediately and with a minimum effort. Convenience goods can be divided into: staples, impulse goods, emergency good and delivered goods.
2. Shopping goods that are interesting for the consumer after comparing the price and quality without much time, money, or effort.
3. Specialty goods which consumer characteristically insists upon and for which he is willing to make a special purchasing effort.
4. Unsought goods which the consumers do not want yet, but they know about them.

The consumer's view of a product strongly influences marketing strategy. The categories of goods provide a framework for analysis of strategies. Fashions and styles are very important to understanding the shopping goods category.

The producers have to follow government standards, industry standards, and the producer's standards. Standardization simplifies trade and has advantages for manufacturers as well as for consumers. Comparison the prices of competitors is facilitated and sale by description becomes feasible.

²³ MCCARTHY, E.Jerome: Basic Marketing. Chicago: Homewood. 1960, p. 256.

9.2 PROMOTION

Promotion is a vital factor in any marketing mix. There are many products offered to the consumers on the market. Producers have to make a good product available at reasonable prices, and they must also tell potential customers about their products. Personal selling, advertising, and supporting sales promotion can be used.

The objectives of promotion are to inform, persuade, or remind consumers of the company's marketing mix.²⁴ When a customer reaches the store, personal contact is necessary in order to inform and persuade of the product's benefits. Even though the customer is satisfied with the service, he is still influenced by the competition. Competitive influences of the producers are continuing availability of his services.

This element of marketing mix covers advertising, sales promotion, publicity, and personal selling, using various methods to promote the company, brand, and products. The combination of the promotion tools are called promotional mix or promotional plan that specifies how much attention to pay to each of subcategory of the promotional mix and how much money the budget shall count with. Promotional plan can have as an objective sales increases, new product acceptance, creation of brand equity, positioning, creating of a corporate image, etc. Other components of the promotional mix include publicity, public relations, personal selling, and sales promotion. Sales promotion is an effort that is

²⁴ Ibid. p. 480

designed to have an immediate impact on sales (coupons, discounts, contests, point of purchase displays, free samples, rebates, free travel, gifts, etc.). Sales promotion is directed at the customer, sales staff, or distribution channel members.

Effective promotion consists of four fundamental and interrelated jobs. These are:

- To get attention,
- To hold interest,
- To arouse desire,
- To obtain action.²⁵

When consumers are already aware of alternative offerings, the nature of the promotion job changes into a brand and image promotion, which is based on emotional motives.

Promotion can be done the same all around the world as in the domestic market or can be changed for every local market. The language expressions can have totally different meanings. To adjust the communication means to change the message in the commercials. The time and place for promotion is different in every country too.

The training is a very important. Successful sales organization has to go with good training of the sales people. The type of sales training is different to a salesman who is new to sales as well as to the company's products, to the

²⁵ Ibid, p.30.

salesman with previous selling experience but without knowledge of the products, to salesman with knowledge of the products but no previous experience in sales, to the salesman with previous selling experience with the same type of products.

The company's training shall cover company policies, and practices, product information, and selling techniques as the company wishes the salesmen to represent the brand. Sales manager prepares promotional strategy as a part of total marketing mix.

9.3 PRICE

“Pricing is the manual or automatic process of applying prices to purchase and sales orders, based on factors such as: a fixed amount, quantity break, promotion or sales campaign, specific vendor quote, price prevailing on entry, shipment or invoice date, combination of multiple orders or lines, and many others. Automated systems require more setup and maintenance but may prevent pricing errors.”²⁶

This element of the marketing mix refers to the setting of price, including discounts and special price plans for the consumers. The price fulfills two functions: cost indicator and the quality indicator of the product.

²⁶ WIKIPEDIA. Price. (Text Online). (June 2003). <http://en.wikipedia.org/wiki/Pricing>

Price can be determined as one price for all the countries. The company shall charge not too much in poor countries and not too low price in rich countries. The price influences the image about the quality of the product. It is normal, that the prices abroad are higher than the prices for the same product on the local market. The prices for the products sent to the subsidiaries abroad influence the growth of the local market. If the price is set too much lower than the prices of the substitutes, the importer can be accused of influencing the market in a bad way.

Price shall achieve the financial goals of a company (profitability), fit the realities of the marketplace, support positioning of a product and be consistent with the other variables in the marketing mix. Price is influenced by the type of distribution channel used, the type of promotion used, and the quality of the product itself. Price will need to be high if manufacturing is expensive, distribution is exclusive, and the product is supported by extensive advertising or promotional campaigns. A low price can be a viable substitute for product quality, effective promotions, or an energetic selling effort by distributors.

9.4 CHANNELS OF DISTRIBUTION

Distribution is one of the aspects of marketing mix. It is the activity between the manufacturer and retailer, wholesaler, and a customer.

Distribution means the way how to get a product to the final consumer, to get the product where and to whom it is supposed to go. Traditionally, distribution means

logistics, which means how to get a certain product or service to the final producer in a right time and to the right place. The distribution has to be planned in order to answer if a small retailers are going to be included in the distribution chain or only big wholesalers, how long the channel shall be, where and when the product needs to be available, if the distribution shall be exclusive, selective or extensive, if the channel relationships shall be informal or contractual, if advertising shall be shared among the members of the distribution channel, who deals with the inventory, and what the cost of the distribution is.

The distribution channel, also called distribution chain, can be without or with many intermediaries, who are buying and selling the product down the chain to the next distributor before it finally reaches the final consumer. Each level of the chain has specific needs that need to be taken in account by the producer.

Distribution chain has through many levels from the producer, main offices of the company, channels among the nations or towns, channels inside of new markets, wholesalers, retailers, chain supermarkets, small stores to the little market stalls. The difference in distribution channels chosen makes the difference in the time, the number of the intermediaries, and the quantity that has been chosen for the distribution. Distribution influences the price of the product as a whole.

Some products shall have widespread distribution whereas others need only fairly widespread distribution. Maximum exposure is obtained only at a cost. ÇA

realistic ideal is to have the maximum amount of exposure necessary to meet consumer preferences for the particular type of product.

Intensive distribution is the sale of products through any responsible and suitable wholesaler or retailer who will stock and sell the product then. Selective distribution refers to the selection of only those wholesalers and retailers who will do a good job with the product. Exclusive distribution carries selective distribution to the limit means to choose only one wholesaler or retailer in a certain area.

A place policy must be established in order to assure the various channel members of the part they are to play in the distribution of the product. Chains can operate more effectively when the activities can be reduced to routine transactions.

“Retailing consists primarily of buying the correct assortment of goods for the consumers to be served, making these goods available, and often convincing the consumer of the satisfactions to be obtained from them.”²⁷

In some channels manufacturers permit only wholesalers to buy directly from them and they are expected to sell only to retailers. The location of any wholesaler depends on the distribution of population, available transportation facilities, freight rate structures, geographic features of the area, basic physical characteristics of the products, location of competing wholesalers, etc.

²⁷ McCARTHY, E.Jerome. Op. Cit. p. 354.

Any successful businessman is the one who correctly anticipates the changing demands of consumers about the kind of store and chain institutions and adjusts his channels and marketing mix policies accordingly.

The basic methods of freight movement are: railway, motor vehicle, waterways, pipelines, and airways.

Consumers desire credit to facilitate his purchase sometimes because of an emergency, necessities, convenience, or in case of expensive and durable goods.

What channel of distribution shall the producer choose depends on:

- Nature or market and consumers,
- Nature of the product,
- Sales effort required.

Marketing manager has to develop a distribution channel to get the right product to the final consumers. The producer would usually prefer to handle the product directly to the users, but it is much more feasible and profitable to use sometimes specialized marketing institutions.

10. DECISION MAKING PROCESS

10.1 COMPLEX DECISION MAKING

The consumer first recognizes having a problem, then looks for information, evaluates it, purchases, and behaves after the buy in a certain way.

The factors that affect the individuals' everyday lives influence the purchase activities and behavior as well. The internal factors, learning, motives, and limitations, as the social expectations and restrictions, make us change our role as the consumers. The internal variables include values, mood, knowledge, and attitudes. The factors that influence the consumer behavior most are: external variables that influence the conduct (influence of the culture, sub-cultures, social class, social groups, family, personnel, and the diffusion of innovations), the individual determinants of the behavior (learning, memory, personality, auto-concept, attitudes, motivation, and involvement), the process of the decision making of the buyer.

The culture is being invented, learnt, and shares in the society. It is important to understand the importance of the culture to understand the human behavior that is just being enriched by getting knowledge. The persons are more than simple combination of chemical parts, physiological reactions, impulses, or instincts.

Some of the cultural signs are: national character, language, taboos, and rituals. The culture is invented, learnt, and shared among society.

The social classes limit the behavior, are dynamic because, and misleading because the members show attitudes, activities, interests are based on the models of conduct. There are high, medium, and low social classes in Colombia. There are noticeable differences in values, attitudes, and conduct in each of those social classes.

Innovation depends on the innovator. What depends on the consumer is: the relative advantage, compatibility, perceived risk, complexity, effect of the innovation on other innovations. What does not depend on the consumer is: communication, form of innovation, verification, feed back, and understanding.

Psychological variables of a consumer towards innovation are: perception, motivation, and personality, orientation on values, beliefs, attitudes, and previous experiences with innovation. Demographical variables are the age, education, and incomes.

The concept of personality establishes that the individuals have qualities very stable and lasting. **The theory of traits** and **the theories of factors** explain the importance how personality influences the behavior of a consumer.

Data processing is strongly influenced by the characteristics of a consumer. The previous activities influence the evaluation of the brand, and the process of

evaluation can culminate in a change or development of a new attitude toward a new brand. Consumer information processing involves the exposure to and perception of information and its retention in memory.

The first step is information research, perceptual codification, memory, integration, evaluation, and election. The perceptual codification is a process of evaluating the main characteristics (characteristic analysis), then the information is combined with other available information to interpret (codify) the stimuli.

The process of complex decision making includes many of the important behavioral concepts used throughout the text. It involves an active search for information; consumer information processing is introduced. It involves the evaluation of alternative brands; the process consumers use to assess products in light of their needs is considered. Complex decision making involves the consumers' evaluation of the brand after purchasing it; concepts of consumer satisfaction and post-purchase evaluation are formulated.

Complex decision making involves a high-involvement purchase decision and careful decision making (information search, consideration of brand alternatives). This complex decision making includes decisions about a purchase of a car, electronics, photograph systems. The customer uses information to evaluate and consider alternative brands by applying specific criteria such as economy, durability, and service for an automobile.

High-involvement purchases are those that are important to the consumer. Such purchases are closely tied to the consumer's ego and self-image and involve some financial, social, or personal risk. It is worth the consumer's time and energies to consider product alternatives carefully.

A consumer is likely to be more involved with a product when it:

- Is important to the consumer (it is expensive; it has some important functional roles such as the transportation provided by a car...)
- Has emotional appeal
- Is continually of interest to the consumer (ongoing interest in cars)
- Entails significant risks (risk of buying and unsafe car)
- Is identified with the norms of a group

Complex decision making is most likely when consumers are involved with the product:

1. High-priced products,
2. Products associated with performance risks (medical products, automobiles),
3. Complex products,
4. Products associated with one's ego,

Phases of the complex decision making:²⁸

1. Problem recognition,
2. Search for information and information processing,
3. Evaluation of alternatives, brand evaluation,

²⁸ ASSAEL, Henry. Op. Cit. p. 75.

4. purchase,
5. Post-purchase evaluation.

10.2 BRAND NAME

The brand name elements are name, colors, sounds, concepts, objects, dreams, wishes, etc. These elements are organized in a particular form and fit together in a certain way to generate a brand name. The brand name is a result of a system of connections and oppositions. Any brand name represents a world that wants to be elected or preferred. It is important to understand the role of the brand name.

Basic elements of brand name are continuity conditioning, conditioning the mix coherence, and the social-cultural conditioning. Continuity conditioning focuses on how an identity is formed according to the accumulation of the signs and the messages, patrimony for the brand. Conditioning of the competition means that one brand name shall know the background, not only its own past, but also the identity of the competing brand names and their proposals with the target to maximize its own proposal. Conditioning the mix coherence covers the legitimacy that is the consequence of the continuity; the credibility of the brand names are united with the intern coherence of all the discourses. Social-cultural conditioning means that all the social discourses are produced in the determined socio-cultural context. This covers getting to know the values, way of acting, expectations, senses and sensibility of the people to be able to focus on those in the most adequate form.

Brand loyalty is repeat buying because of commitment to a brand, whereas inertia is repeat buying without commitment. For important brands, if a brand is reasonably satisfactory, a consumer may buy again because it is not worth the time and trouble to go through a decision process.

10.3 STIMULI AND ITS EFFECTS ON PERCEPTION

Stimuli are any physical, visual, or verbal communications that can influence an individual response – marketing and environmental (social and cultural influences). **Marketing stimuli** are any communications or physical stimuli that are designed to influence consumers. The product and its components (package, contents, and physical properties) are **primary stimuli**. Communications designed to influence consumer behavior are **secondary stimuli** that represent the product through words, pictures, symbolism, or other stimuli associated with the product (price, store in which purchased, effect of salesperson). To survive in a competitive market, manufacturers must constantly expose consumers to secondary marketing stimuli. The ultimate determinant of future consumer actions is experience with the primary stimulus, the product.

The key requirement in communicating secondary stimuli to consumers is the development of a product concept, which is a bundle of product benefits that can be directed to the needs of a defined group of consumers through messages, symbolism, and imagery. Two key factors determine which stimuli consumers will perceive and how they will interpret them: the characteristics of the stimulus and

the consumers` ability to perceive the stimulus. Those two influences interact in determining the consumer perceptions.

Sensory elements and structural elements influence the way consumers perceive products. Consumer`s characteristics that affect perception are ability do discriminate between stimuli and propensity to generalize from one stimulus to another. Sensory Elements are composed of color, smell, taste, sound, and feel.

Consumers search for the information relevant to their need. They are more likely to notice **stimuli** related to cars such as advertisements, comments friends make about their cars, and cars in showrooms and on the street. They are also more likely to be aware of information that affects the cost of owning and operating a car such as sticker prices, trade-in allowances, gasoline, and service and parts. People tend to choose friends who support their views, reinforce their egos, and parallel their lifestyles. They often seek commercials that support recent purchases in an attempt to justify them. They frequently tune out information that conflicts with their needs or beliefs.

Perception is the process by which consumers select, organize, and interpret stimuli to make sense of them. Stimuli are more likely to be perceived when they:²⁹

1. Conform to consumers` past experiences.
2. Conform to consumers` current beliefs about a brand.
3. Are not too complex.

²⁹ Ibid. p. 84

4. Are believable.
5. Relate to a set of current needs.
6. Do not produce excessive fears and anxieties.

Consumers are more likely to dismiss or reinterpret those ads that contradict past experiences and current beliefs about a brand. By perceiving stimuli selectively, consumers attempt to achieve a state of psychological equilibrium, namely, a state that lacks conflict and avoids contradictory information.

10.4 MEMORY AND CONSUMERS` SEARCH FOR INFORMATION

Memory is composed of past information and experiences. **Consumers` search for additional information** when they believe that alternative brands being considered are inadequate, have insufficient information about the brands under consideration, receive information from friends or media sources that conflicts with past experiences and current information, are close to deciding on a particular brand and would like to confirm expectations regarding its performance.

Brand evaluation is a result of information processing. Consumers use past and current information to associate brands they are aware of with their desired benefits. Consumers prefer the brand they expect will give the most satisfaction based on the benefits they seek. The chosen car has to have the highest benefit in the area that matters to the consumer the most.

10.5 PURCHASE AND POST-PURCHASE EVALUATION

When the consumer decides for the buy, when selects a dealer, determines when to purchase, goes to the place of purchase, and, as it is often the case with and automobile purchase, arranges for financing. He may have decided the option of air conditioning or a CD player.

The product may be purchased by one person and consumed by another. The consumer determines product satisfaction. **The purchase** depends on consumer expectations of the degree to which brands are likely to satisfy needs. **Consumption** determines whether these expectations are confirmed. A **consumer's post-purchase evaluation** determines whether the brand is likely to be repurchased. **Disconfirmation of expectations** will lead to negative brand attitudes and lessens the likelihood that the consumer will buy the same brand again. Any negative information about the chosen product causes **post-purchase dissonance**, conflict resulting from two contradictory beliefs. The consumers ignore the dissonant information, selectively interpret the information, lower the level of expectations, seek positive information about the brand, convince others they made a good choice, and doing so convince them.

Hedonic consumption is driven by emotional and pleasure-seeking criteria. Consumers consume products for what they mean rather than for what they can do (motorcycles, perfume, clothing). **Utilitarian shopping** means buying things for the practical use.

Generally, consumers are more likely to purchase the market leader in a product category by habit, to avoid risk and the need to search for information. **Brand loyalty** represents a favorable attitude toward a brand resulting in consistent purchase of the brand over time.

10.6 MARKETING IMPLICATIONS OF PERCEPTUAL INFERENCE

Interpretation of stimuli depends on categorization and inference. **Categorization** simplifies information processing by permitting consumers to classify brands into product categories. **Inference** is a belief about objects that consumers develop from past associations.

An **image** is a total perception of the object that consumers form by processing information from various sources over time. Consumers form images by drawing inferences about brands and products from environmental stimuli such as ads or word-of-mouth communication with friends, or by drawing inferences internally by developing fantasies not based on reality. **Brand image** represents the overall perception of the brand and is formed based on the inferences consumers make about the brand. The key ingredient in influencing consumers' brand image is product positioning. **Store image** is based on advertising, merchandise in the store, opinions of friends, and shopping experiences. Consumers perceive the identical product differently in two different stores. **Corporate image** is the organized information about company and experiences with the company's products.

Consumers` **perceptions of prices** are particularly important to marketers because they often influence perceptions of quality. Expected price range is the range of prices the consumer expects to find in the marketplace. It is wider than the acceptable price range. Price is more likely to be a reflection of quality if consumers have confidence in the source of the price information.

The perception that the purchase might be risky is called **perceived risk**. Factors that increase perceived risk:

1. There is little information about the product category.
2. The product is new.
3. The product is technologically complex.
4. Consumers have little self-confidence in evaluating brands.
5. There are variations in quality among brands.
6. The price is high.
7. The purchase is important to consumers.

Types of risks:

1. Financial risk,
2. Social risk,
3. Psychological risk,
4. Performance risk,
5. Physical risk.

Risk avoiders are more likely to buy the lowest-priced brand, the same brand, or the most popular brand. A **risk taker** is more likely to buy new products before

they are well established. Those are usually higher-income consumers with self-confidence.

10.7 CULTURE AND GLOBALIZATION

Culture is a set of socially acquired values that society accepts as a whole and transmits to its members through language and symbols. Culture reflects a society's shared meanings and traditions. Culture influences and reflects consumer behavior, values and possessions of its members. Culture influences and reflects marketing strategies. Marketing strategies are unlikely to change cultural values. Marketing does influence culture and culture influences marketing. **Cross-cultural** influences the basis for marketing strategies abroad. **Subcultures** are broad groups of consumers with similar values that distinguish them from society as a whole. They can be defined by age, region, religious affiliation, ethnic identity. Culture values influence broad purchasing patterns. Product preferences are likely to differ sharply across countries. Language provides the means of communicating the customs and beliefs of a culture. Marketers must be aware of the meaning and subtleties of languages and dialects when selling in foreign markets.

The **globalization** is the power which did stir up the process of the free market economies, their unions and changes in the politics to be able to exchange goods and services under defined rules. Each member state of any economical integration has to go through a number of reforms (economy, finance, commerce,

exchange rates system). Especially in the developing economies like Colombia the economical unions are bringing structural changes of the economy, politics, social values based in the mercantilism. No globalization means to stay behind and lose all the possibilities of the development of the society, science and technology. It is not an option not to accept globalization. All the developing countries have to follow the developed countries to reach higher prosperity and wealth.

Flexible globalization is an attempt to standardize marketing strategies across countries but to be flexible enough to adapt components of the strategy to local conditions.

Colombia is a member of many **economical unions** which makes it easier to import and export products from all around the world. There are special systems of preferences that are very important for the international trade partnerships. That means more trade and more sales in the Colombian market as well. Colombia has signed agreements of:

- G3 with Mexico and Venezuela since 1987 and it means no taxes on Colombian products from and to Mexico,
- Comunidad Andina de Naciones (CAN) with Venezuela, Argentina, Perú, Ecuador, Bolivia,
- MERCOSUR with Uruguay, Paraguay, Argentina, Brasil,
- Agreement with Chile,
- ATPDEA with the USA Hill 2005 which gives Colombia chance to export to the USA without taxes,

- Andean Preferences with EU till 2006 where Colombia can export without taxes but the European countries have to pay exporting to Colombia,
- System of General Preferences since 1968 meaning no taxes on the products from the developing countries entering developed countries,
- Comunidad del Caribe,
- Area de Libre Comercio de las Americas meaning free market with 34 American states, etc.

11. COMPETITION IN THE CAR MARKET IN BARRANQUILLA

Market leader in Colombia on the car market is GM. Other biggest competitors are Renault, Peugeot, Ford, General Motors, Mazda, Hyundai, Toyota, and Chevrolet. All of those brands are assembled in Latin America.

Strategic alliances in Colombia:³⁰

CCA – Compañía Colombiana Automotriz – produces Mazda and Ford in Bogotá,

SOFASA – assembles Renault and Toyota in Envigado,

COLMOTORES – assembles Chevrolet in Bogotá.

The competitors on the imported car market in Barranquilla are Peugeot, Hyundai, Citroen, Daewoo, Fiat, Nissan, Honda, Skoda, Volkswagen, Kia, Ford, Daihatsu, and Mitsubishi. BMW, Audi, Mercedes Benz, and Volvo are considered luxury cars.

³⁰ ENTREVISTA CON: O.L. Solano. Asistente Division importaciones, Compania Checa Automotriz S.A., 12th December, 2004. Bogota.

Tab 1. Models of Imported Family Cars on the Market in Barranquilla in 2006

Brand Name	Model of the family automobile
Citroen	C3 1.4 F.E C3 1.6 16V F.E
Ford	Laser Nuevo Milenio 1.3 F.E
Honda	Civic LX 1.7 Mec Civic LX 1.7 Aut Civic EX 1.7 Mec Civic EX 1.7 Aut
Hyundai	New Elantra GLS 2.0 Sedan New Elantra GLS 2.0 Sedan Aut New Elantra XD 2.0 Sedan Mec New Elantra XD 2.0 Sedan Aut New Elantra GLS 2.0 5p Tiburon Coupe Sonata GL 2.4 Mec Sonata DL 2.4 Aut
Kia	Cerato 1.6 NB
Nissan	Sentra 1.6 16V Mec D.H. Sentra 1.6 16V Aut Sentra 1.8 Mec D.H. Sentra 1.8 Aut Almera SG 1.6 Sedan Mec Almera SG 1.6 Sedan aut Almera XG 1.8 Sedan Mec Almera XG 1.8 Sedan aut
Peugeot	206 XR 1.4 3p Argentina 206 XR 1.4 5p Argentina 206 se 1.4 5p a.a Argentina 206 X Desing 1.4 5p 206 XR 1.6 5p Argentina 206 XT 1.6 5p Argentina 206 X-line 5p Argentina 206 XS 1.6 3p Argentina 206 1.6 Midnight Aut Francia 206 SW XR 1.4 Brasil 206 SW XR 1.6 Brasil 307 XR 1.6 16V 5p 307 XT 2.0 16V 5p
SEAT	Ibiza Sport 3p 2.0 115 HP 8V Ibiza FR 1.8 3p turbo 20V 150 HP Ibiza Cupra 1.8 Turbo 20V 180 HP Cordoba Sport 2.0 115 HP 8V

Continue..

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Brand Name	Model of the family automobile
Skoda	Fabia HB Classic Fabia HB Classic A.A. Fabia HB Classic 1.4 aut Fabia HB Elegance 2.0 Fabia Sedan Classic A.A. Fabia Sedan Classic 1.4 aut Fabia Sedan Elegance 2.0 Fabia Combi Classic A.A. Fabia Combi Classic 1.4 aut Fabia Combi Elegance 2.0
Volkswagen	Gol 1.8 5p Gol 1.8 5p F.E.Sport Fox 1.6 5p F.E. Jetta GL 2.0 Mec F.E. Jetta GL Aut F.E. Polo Sedan 1.6 New Beetle GLS 2.0 2p Mec F.E. New Beetle Gis 2.0 2p Aut F.E. New Beetle 2.5 Mec F.E. New Beetle 2.5 Aut F.E.

Source: Motor, 8th February, 2006

The **Euro exchange rate** is making imported cars less competitive as their prices rise even 20% higher than the competitors' ones. The prices of each model depend on its equipment and customer's wishes. The **transportation costs** and the **duty fees** of 32 % on the imports that depends on the model make the imported cars less competitive.³¹ When the car comes to Colombia the importer has to fill in: the Registro de Importacion of Incomex, Declaracion de Importacion of DIAN.

³¹ Ibid.

12. SUMMARY AND INTERPRETATION OF INFORMATION

The information of our analysis has to be generalized to be able to use it in the plans of the brands to change not individuals, but general opinion about the products in the market of Barranquilla.

Most of the interviewed people were men. Men seem to be less afraid to answer questions about cars in general and are better in knowledge and using technical terms. Everybody had an experience of having at least once an imported family size car. Nowadays only a few of the interviewed people have a nationally produced car such as Renault, Mazda, or Toyota. They still do not have a certain knowledge and perception about imported cars in Barranquilla. Because of their own experience, it is a lot easier for them to follow the market of imported family size cars in Barranquilla which was our sample population of the investigation about perception about imported family size cars in the Barranquilla's market. The people tend to buy new or used cars, imported or national cars because of various reasons. Married people have cars more often than single people. The ones that were interviewed work in various areas, earn more than 2.000.000 pesos, and live in their own apartment or family house. The age varied from 25 to 55 years.

The interviews revealed information about perception of the imported family size car consumers in Barranquilla. There are many brands on the market; we

covered in the analysis following brands of imported family size cars: Citroen, Ford, Honda, Hyundai, Kia, Nissan, Peugeot, SEAT, Skoda, and Volkswagen.

The perception about the marketing mix of the imported medium size family cars in Barranquilla of the above mentioned in general can be very easily interpreted as the people tend to have very similar answers with couple exceptions describing their perception about imported brands of cars.

Cars Nissan, Ford, Volkswagen, Honda, and Hyundai come to the top of mind of the medium size family car consumers in Barranquilla as the best products.

Any Nissan car seems to be a very comfortable, quality, and a long lasting product having a good experience in Barranquilla. People are having good personal experience with Nissan. Ford can be defined according to the answers in the interviews as a good quality, comfortable, and long lasting product too. Volkswagen is world wide well known brand which makes it easier for the consumers to create their perception. Honda can be defined, according to the words in the interviews, as Japanese avant-garde quality product offering a lot of comfort. Hyundai brand is favorite for its variety of models on the market.

The consumers usually define the cars of brands as Kia, Skoda, Peugeot, and Hyundai as “the worst product” in the market in Barranquilla. Missing information about the brand, very light metal, and the bad quality of the products are supposed to be the reasons for such a negative perception in the case of Kia. Skoda represents an image of East European bad quality product that is just too

regular. According to the words of Antonito, 45 years old economist, “Hyundai is a bad brand according to many of my friends”.

Hyundai asks for a really good price for its quality or according to the variety of models offered in the market. Nissan follows Hyundai with the best satisfactory price. Other brands that sell for a good or regular price are Ford, Skoda, or Kia which is supposed to be so cheap for such a bad quality.

Honda is the brand with very expensive models followed by Citroen, or Volkswagen. Those are considered good prices for good quality. The price that goes well with the quality offered is asked by Skoda and Kia that offer low quality models according to the perception of the consumers.

Ford, Nissan, and Hyundai have the best promotion in the minds of the consumers in Barranquilla. Everyone shall know what Ford, Nissan, and Hyundai offer and where their dealerships are. On the other hand, many of the interviewed people have no idea about the brand as Kia, Honda, or SEAT.

Distribution is very important together with promotion in the case of imported cars to come as close as possible to the consumer, offering special prices and to enter the minds of the people. Next to Ford, Nissan, and Hyundai, Peugeot comes to the question as well. There is no knowledge about dealerships in Barranquilla, or simply there are none, of Seat, Citroen, Hyundai, Skoda, and Kia brands.

12.1 EVALUATION AND INTERPRETATION OF INFORMATION ABOUT EACH BRAND OF THE IMPORTED CARS IN BARRANQUILLA

Citroen represents a good or even excellent product for a very high price. The promotion and distribution are very bad, or none. Only couple of people would say its promotion or distribution is at least regular. One third of the interviewed individuals did not know enough about the brand to be able to answer he questions.

Ford offers high quality product for a good price that the consumers find expressing well the quality. Promotion is good because, as the world wide recognized brand, Ford is a competitor to the national producers because it offers many alternatives of products to the consumers. Its promotion is mostly observed in newspapers. Even though there is just one big distributor, excellent knowledge of the products and a tradition is proved. According to the words of some people, one dealership is not enough for the city of Barranquilla.

The brand name Honda represents excellent quality with very nice designs sold for high prices. "High price and excellent quality go very well together", said Roberto, 35 years old financier. "Its promotion in the national newspapers is regular and I understand that they have problems with the delivery and availability of the cars", said Ivan, 39 years old civil engineer. The promotion is considered regular. The distribution is good in general. The brand is focused on the fidelity of its clients. Only couple of the people had too little knowledge about this brand to express their opinions.

Hyundai is a regular car sold for a regular or good price that corresponds to the offered quality. Its promotion is good, sometimes offering discounts and alternatives of purchase. Distribution can be defined as good or excellent because the dealer usually has variety of models to show and good service according to the interviewed individuals. The dealerships have a tradition.

Kia, as a brand, has a very bad name representing a bad quality, regular promotion and a very bad distribution. The price is low, and it is expected by the consumers because that is what Kia can ask for that quality of its products. Perception about Kia is very bad and people do not trust the brand name at all. Some customers did not know enough about that brand to be able to answer questions of the interview. Ivan, 39 years old civil engineer, mentioned similar words as the other customers, "I have heard of a bad customer service and that the personnel of the dealership is not identified with the company well." Ivan also mentioned exceptional information, "This brand has been financing big sport events for one year which called my attention that they invest so much money in publicity."

Nissan can be called car number car one in our analysis of perception of car consumers about the imported family size cars. The words of the customers confirm that this brand offers excellent high quality products for a very high price. The minds of the consumers do trust in its products and are fine with the price representing quality as well. Even though some people didn't have enough knowledge to speak much about Nissan, the promotion is the quality itself, as the company doesn't have special promotional offers or prices, but it is very well

positioned in the consumers` minds. Distribution channels are good, and the words of Henry, 40 years old electric engineer, only confirm general opinion, "The distribution is excellent for the consumers as the highest number of dealerships from all the imported car brands is present."

Peugeot is considered by the consumers of imported family size cars an expensive brand with excellent design of the products. Promotion is regular without any aggressive sale campaigns, but in general Peugeot has enough advertising in newspapers. The distribution is regular, and some of the people still have no idea where the car dealership is situated. There is one car dealership in one of the main streets and that is all forgotten at the moment of asking questions of the questionnaire. The people do not realize the location in their minds at once, but they are aware of a dealership in the town. The spare parts and maintenance are very expensive and hard to find on the market in Barranquilla. That is the reason the cars have problems with resale. Some of the interviewed people did not know about the brand enough to be able to answer some of the questions.

It can be generalized that the brand Seat is not known among the car consumers at all. Just couple people did really know about the existence of the brand. Some people have not even heard that brand name before being asked. So, it was very common to hear the same words as Alvaro expressed his opinion. Alvaro, a 40 years old professor said, "I don't even know that that brand name exists!" The product was evaluated as good and expensive among the few people who have heard that brand name before. It is obvious that distribution is very bad; once you decide to get Seat, sometimes it is very hard to buy the car or its variation as the

needs of the customer sometimes are. No information was obtained about the maintenance or resale of this brand. Promotion is very low if the people do not even know about the existence of this European brand of cars.

Skoda is another European brand of car that entered the market with a very bad quality and a very low price. The dealership doesn't exist in Barranquilla any more, and the perception of the people hasn't changed since then much. No distributor is available to buy a new car, even spare parts or used car can be bought in only a few car shops that offer services of maintenance of Skoda. The interviewed people did know the brand name and that its quality was supposed to get better, but they have not proved that they really think so. Some people expressed missing knowledge about the Skoda brand. Skoda cars were promoted well when entering the market nearly 10 years ago. Nowadays the brand is perceived as a brand with low penetration in the market.

Volkswagen cars are perceived as excellent and quality products. High price is connected with the perception of the high quality. The interviewed people mentioned that the dealerships are hard to locate not being able to define where they are situated. Some of them said exactly the same words as Ivan, 39 years old civil engineer, said "To be honest, I know it has a dealership, but I cannot realize where it is located at all." The distribution is good in general as there is a variety of models available and the consumer can choose among various sale alternatives at once. The consumers opinions were similar to the words that Ricardo, a 37 years old business administrator, said: "Even though Volkswagen

is an internationally well known brand, it still has not found a strong position on the market, and the dealerships are not active.”

12.2 PERCEPTION PROCESS OF THE CONSUMERS OF IMPORTED FAMILY SIZE CARS IN BARRANQUILLA

Perception process is a process by which consumers select, organize, and interpret various stimuli to make sense of them. The perception about a product generates itself from the experience and personal interests and visions of what we consider a good family car and the benefits the car represents when using it. Marketing is using stimuli to influence individual consumer's response to the product on purpose. The consumer has a certain perception starting the perception process, but that can change during the development of the perception thanks to the physical, visual, or verbal communications. Social and cultural influences can change the perception. It is up to the consumer if the product and its components or their presentation through words, pictures, symbolism do influence him and to what level.

Majority of the consumers tend to look for information actively while going through the process of building their perception. The consumers start to look for a clear information about the cars. They are influenced by internal factors and external factors when analyzing the information after having it selected and organized. The internal factors influence the customers in the beginning of the perception process. Then they start to notice other external factors too including

the personalized service in the dealership together with all the services offered by the dealership as maintenance, guarantee, resale possibilities etc. Those factors face the personal experience that influences the consumer till he finds more about the brand and its product. Personal perception can change thanks external factors. During the process of developing perception, the consumer wants to see and touch the model of the car, get all the information possible, compare the products of the competitors, their prices, promotion, and distribution as there are many imported car brands on the car market in Barranquilla. This process is influenced by the experience of friends and family who have used the brand before and have experienced its services after the purchase as well. Next factor is the evaluation of technical parameters of the car and the design, color, and equipment inside. Once being the most important external factor, the price is being taken in account as the real value of a quality product; former experience and the product itself changes into the central factors followed by the price then.

Consumers search for the information relevant to their need. They have certain expectations and needs starting the perception process. They notice advertisements, comments of friends about cars, go to see cars in shows, and look at cars parked in the street. They are also aware of the factors that influence the cost of owning and operating a car (sticker prices, trade-in allowances, gasoline, service and parts). People tend to choose friends who support their views, reinforce their egos, and parallel their lifestyles. They frequently tune out information that conflicts with their needs or beliefs.

The specialized magazines don't seem to be very favorite or efficient as a source of information about cars. Other ways of getting information are preferred. TV shows seem to be more efficient if they are comparing similar models of different brands.

The process of perception includes selection of a brand and a model of a car, looking for information actively, analysis and interpretation of the received information, including sharing personal experiences with friends and family, contrasting the price and the technical parameters, design, and services. All the factors that the consumers mentioned in the interviews lead to the definition of quality, durability, well-being, and continuity.

Every consumer is seeking a perceptual equilibrium, as the theory says. The interviewed people do confirm that they do need enough information and to share their personal experience with people they know to come to the perceptual equilibrium. The consumers tend to change opinions about the object or the source of information if the information conflicts with their own experience or believes confirming the idea of the Heider's balance theory. It has been proved that in the situation when a consumer really likes a certain brand and that brand does not meet his expectations, consumers will discount the negative information on purpose as the cognitive dissonance theory mentions.

12.3 INTERNAL AND EXTERNAL FACTORS THAT INFLUENCE PERCEPTION OF CONSUMERS OF IMPORTED FAMILY CARS IN BARRANQUILLA

The consumer is attracted to a certain model by its design and color first, then the technical parameters, services and costs come to the question. The product concept has to be clear including all the possible benefits. The characteristics of the stimulus and the consumer's ability to perceive the stimulus interact in determining the consumer perceptions.

The price is usually perceived as a determinant of a quality. The consumers expect the imported cars to be more expensive because of the import taxes and customs fees that are still high entering Colombian car market. Price is very important factor when considering the relationship of price and quality. Traditionally, the imported cars are expected to be quality products. A high price is a factor that corresponds to high quality expectations, guaranteeing security of the family, which is the motive that makes people understand a car as an investment. But not always an imported car has to be expensive as the consumers in Barranquilla perceive. All depends on the marketing strategy of the brand to create a certain image that is very important to the consumers at the moment of deciding the final perception about the product because brand name creates automatically certain reactions, expectations, or guarantee.

The stability of the brand on the market is marked by having a good representation and distribution. The dealerships have to be long-lasting, offering

good services and proving knowledge of the models. Showing lack of knowledge about the models or not having enough information does not make a good impression on the consumers and they do notice it a lot when asking questions. People generally criticized lack of knowledge as an important factor. The consumers do not like not being able to buy spare parts or having to pay high price for maintenance and spare parts. The importance of having more than one dealership around the town was emphasized as a possibility to enter the minds of the people a lot more and faster as they pass by going to work every day and one day they decide to stop to see what is inside if they have never noticed a certain model before. The distribution is an extension of promotion to the consumers who understand it as a security of the future long-lasting quality of the car. Hyundai, Ford, and Nissan are a lot ahead of Skoda, Kia, Citroen, and Seat when speaking about distribution. The consumers are influenced by the lack information, lack of spare parts, expensive maintenance, or low resale possibilities when creating negative opinions.

Ford, Nissan, and Hyundai offer very good promotion and the consumers do feel well about it. Citroen, Honda, Seat, and Kia are evaluated very negatively in this aspect. That confirms that distribution and promotion are very connected and add a value to the product that the consumers perceive very strongly because they generate security the consumers usually mention as the first requirement.

The brands with tradition as Ford, Honda, and Nissan enjoy good perception of the consumers of imported family size cars in Barranquilla. The good perception comes along with a strong brand name, which makes it easier to create a positive

image in the mind of a consumer. On the other hand, the brands as Seat and Skoda, because of the failure in their strategy, missing its clearness and continuity, have to focus on an improvement of the bad perception about the quality that the consumers have about their products.

Quality and durability are the basic external factors that are most important to the consumer to make sure the car is going to fulfill its purpose and with as little maintenance as possible. Design, image, color, style, and the brand are external factors that matter to the consumers. Those factors, that are the most important at the moment of making decisions, and those shall be very important to the producers when introducing a marketing strategy.

It is noticeable that the influence of image on the perceptions is enormous. The initial perception of the consumer about the basic parameters of the operation of the vehicle is influenced by the development of technical parameters.

A flexible policy of payments is adding a value to the product. It shall be easy for a paying customer to use any kind of payment; loans shall be available; flexible payments shall be enabled; system receiving used car as a back payment shall be offered. This value of the product strengthens the perception about distribution, maintenance, well recognized brand name, and development of the technical parameters of the models.

The internal factors influence the perception about imported car very much. The most common requirement is the comfort of the car while driving it, followed by

security. Some consumers need to feel the power of the motor of the car to feel the self-confidence. Juan, 27 years old industrial engineer, said, "I like to feel the power of the motor; it makes me feel more self-confident and free." Alejandro, 25 years old business administrator, expressed the same feeling, "A strong car makes me feel free." The design brings up my self-esteem, said Jane, 28 years old business administrator.

As the people who drive the car decide about the purchase, their perception is very important and is influenced by internal personal factors and needs.

The car consumers in Barranquilla tend to express the necessity to buy a new car that will not need maintenance for a while and will be able to be resold in a short period of time. Older car can have a hidden problem or damage that can influence the security of the car while using it. Any break down brings a lot of extra costs that can be added to the purchase price of the used car. People like to avoid the use of local public transportation as it does not fulfill the requirements as comfort or speed, even though it might be a lot cheaper.

The maximum period of time a consumer interested in a certain model and brand of an imported family size car is 1 month. Nobody wants to wait if the car shall take longer to be delivered. It is important for a car dealership to have the models right at the spot to be able to sell it then at the time of showing interest in the purchase. Normally nobody gives extra time for delivery if once decided to reach or change his/her comfort.

It can be concluded that the people do perceive the act of purchase a car is an action that needs a lot of responsibility because it has an effect on the life-style, well-being, and a personal development. That is why the costumers tend to look for elements as security and comfort, having those as the first ones in the hierarchy of attributes that the car shall have. A certain hierarchy is needed to be able to define perception and then to make decisions easily. If the consumer falls in love with a certain design and the model is not available, it is common he is willing to wait up to 1 month. If the main reason of buying a car is the transportation and its practical elements, the person is not willing to wait that long and want to have the car immediately or most in 1 week.

12.4 CONCLUSIONS

The people in Barranquilla like to drive and have private car. Many consumers mentioned the same opinion as Henry, 40 years old electrician engineer, "I simply like to drive my car." The public transportation is used usually for economical reasons to save money to buy a car in the future. There is not good, comfortable, and fast public transportation as in developed countries in Europe where the public transportation is the basic mean of transportation getting you everywhere faster and cheaper without having to feel lack of comfort.

Nissan and Ford have simply very good marketing mix. Their distribution and promotion can still be better. Ford shall open more dealerships all around the city and can catch more attention adding different kinds of advertising than only in

newspapers. Nissan has very high prices and can compete with Ford even better offering the same good quality products for even more competitive prices. The danger of making wrong impression about bad quality for a low price has to be taken in account.

Honda seems to be able to compete on the market improving its distribution. High prices mean quality but a competitive lower price shall be considered. More publicity would help the perception about this brand.

Hyundai is a regular product for a regular price. If the distribution is so good, then more publicity is needed to become more noticeable on the market. The next step can be the transformation of the design of Hyundai models as this brand can very easily compete the national car producers and needs to get somehow a step ahead.

Citroen and Seat are the brands that need to come up with a new marketing strategy implementing the most important attributes the consumers expect in a car and the rest of the most important internal and external factors.

Kia has the same number of dealerships as Ford, but Ford is still number one in the minds of the people in Barranquilla. Even though there will always be general knowledge and perception next to exceptions of customers who do know a lot more about a certain brand than the others. Even though the brand in general is considered bad, some of the people still can have a positive perception about it.

Skoda is missing dealerships in Barranquilla and that is very important to come as close as possible to the consumer. Dealership takes care of promotion and distribution then. That is what brings up the value of the car and the perception about the quality can be a lot better just because of having a good long-lasting dealership offering services that the consumers need to fulfill their expectations. If the people perceive Skoda as a bad car, the quality of the product has to be proved to the consumers.

There are many car dealerships in Barranquilla that offer used car sale as well, that is why resale is usually easier when there is a dealership of a certain brand in the town too.

People tend to choose friends who support their views, reinforce their egos, and parallel their lifestyles. They frequently tune out information that conflicts with their needs or beliefs.

The consumers have a good perception about the quality of the products and their designs of Volkswagen as well as Peugeot. Both of the brands are in the top of mind of the people thanks to the world known image and excellent designs. The negative perception can be connected with very expensive spare parts and maintenance, and that fact makes the resale nearly impossible. Expensive maintenance is for many people a reason why to buy a new car with a quick resale before any repair is needed.

If people have problem to locate a dealership, their knowledge has to be strengthened first. Peugeot shall call more attention informing about the location of the dealership, change the position of the sign to the front of the dealership, and promote its position not only through classical newspaper advertising but at very favorite sports events and offering special prices or discounts. Volkswagen needs to participate more actively in promotion too.

It is obvious that five brand names as Nissan, Ford, Honda, Hyundai, and Volkswagen rule on the market of imported family cars in Barranquilla. Those are the companies in which the consumers perceive not only the quality but also the world wide recognition of the brand name, which is very important element at all times because it represents a life-style, a quality of life, a stability, and security of investments. The consumers have good experience with these brand names which influences their perception and opinions about the cars when sharing information with family or friends.

The same happens in case of perception about cars perceived as bad quality cars when the people do not feel comfortable in the car, with its design, or technical parameters. This negative perception is connected with the brand names as Kia or Skoda. Those cars are considered ugly, uncomfortable, with a bad image because of the country they come from, the quality of the used materials, and previous bad experiences of friends.

It can be concluded that extern factors that matter the most are the brand name itself, image and colors of the brand, price, economical use and maintenance,

and long-lasting quality product with little repairs needed being able to resale it any time. In general, the design was proved to be a factor that plays the most important role making the consumer notice a certain product for the first time and want to get to know more about it.

Consumers want to feel comfortable having enough space inside of the car, safe, and free while driving their own car that shall be new if they have enough money for the purchase or any other means of payment make the purchase easy.

The most important factor influencing perception is a good distribution covering maintenance, availability of spare parts, customer service, and good knowledge of the dealership about the models.

The design, color, style, image, well known brand name are the first group of most important factors influencing the perception of the consumers. Then we can mention quality, durability with guarantee, price and economical use of the car. Next group of factors includes technical parameters (powerful motor, performance, quick ride), accessories, and high taxes on imported cars.

Consumers of imported family cars in Barranquilla are not risk takers. They like to be sure what they are getting and what they can expect from their new car. Even though a risk avoiders are more likely to buy the lowest-priced brand, the same brand, or the most popular brand, and a risk taker is more likely to buy new products before they are well established, the people in Barraquilla like fashion and products that make a difference in their image to consider a purchase of a

totally new model if having enough information and a service after their purchase. Factors that increase perceived risk are just about not having enough information about new product.

Consumers tend to be loyal to a certain brand once the brand image, representing the overall perception of the brand and being based on the inferences consumers make about the brand, fulfills their expectations and satisfies their needs. The store image, which is based on advertising, merchandise in the store, opinions of friends, and shopping experiences, has to be strengthened in many dealerships of imported cars in Barranquilla. The total perception of the object, image, is formed by the consumers by processing information from various sources over time, drawing inferences about brands and products from promotion, communication with friends, or by developing personal fantasies not based on reality.

In the imported automobiles design, besides taking into account the corporate wellness conditions the creation of mechanism and conditions for facilitating people satisfaction related to the market where they used is demanded, so that the definition of flexible conditions in the final design of automobile, Hill facilitate the adaptation to regional markets creating a new segmentation parameter, making possible new channels valuation and definition, establishing new economical development conditions, market share and users satisfaction.

The security-reliability "link" is a relevant issue that has to be considered into the sales process so that involves differential mechanisms and conditions in the automobile production process that represents a better operational effectiveness.

For family automobiles the reliability is considered as a decisive factor in the Colombian culture, foreign products are preferred over the national ones, and the costumotor industry is not the exception. Foreign automobiles are preferred for its quality tradition, reliability and security.

13. RECOMMENDATIONS

It needs to be emphasized that the value of a car for a consumer to be satisfied with the product can be offered through a customer service once the car is bought including the counseling and orientation about the use and operations of the vehicle as well as about obtaining spare parts. Consumers prefer to buy a different brand that they wished first if the maintenance and spare parts are hard to get or very expensive.

Training of sales people shall be a part of promotional mix as the people tend to look for information about products and the first personal meeting is very important to make a good impression and build the image of the dealership.

A formulation of a permanent and continuous publicity needs to focus on the security, well-being, operation and functions of a vehicle as a way how to develop and transform the perception about the car on the market. A family car is usually driven by a man, the head of the family, who is usually much focused on the comfort and enough space inside of the car. The design matters not only on the inside of the car, but the outside as well. CD player and other similar accessories shall be standard in a modern car.

Personnel of the distribution channels shall get a special training; get personal experience with the cars to make it easy for them to understand the client and his

perceptions that might be sometimes negative without a special deeper judgment or the product.

It is necessary to make a scale of the most important attributes that add a value to the product for the local consumers that influence their perception, to consider the importance of those factors for the users, and to apply those findings in the definitions of the strategies to meet the needs and satisfy the consumers.

The definition of floating design elements is required by the automobiles companies, so that family can reach a car that is adapted to their needs and characteristics. This adaptability will generate a higher consumer royalty and sales level.

Device should be included in the car offer and not as price increasing elements. They should be considered as and added value of the car.

Automobile companies should offer security and maintenance support for family cars, especially for its relation with the family wellness.

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Anexo A. Modelo Entrevista sobre percepción de consumidores de importados familiares carros

Información general:

Nombre, edad, sexo, estado civil:	
Profesión:	
Vive en casa o apartamento? Propio o Arrendada?	
Salario (menos o mas de 2.000.000 pesos al mes):	
Tiene carro actualmente? Cual marca y año? Nuevo o Usado? Nacional o Importado?:	

MIRANDO LA TABLA DE CARROS – MEDIUM SIZE FAMILY CARS SOBRE CADA DE ESAS MARCA:

OBJETIVO 1. Identificar la percepción del consumidor sobre el marketing mix de carros familiares importados en el mercado de Barranquilla.

CUAL MARCA de la tabla SE LE OCURRE COMO LA PRIMERA Y PORQUE?

MARKETING MIX EN GENERAL: Product, price, promotion, distribution

1. CUAL MARCA – se le ocurre como el mejor y el peor producto? Porque?
2. CUAL MARCA se le ocurre como el mejor y el peor precio
3. CUAL MARCA se le ocurre como primera con la mejor y la peor promoción
4. CUAL MARCA se le ocurre si pregunto por la mejor distribución

Brand Name	Commentaries
Citroen	
Ford	
Honda	
Hyundai	
Kia	
Nissan	
Peugeot	
SEAT	
Skoda	
Volkswagen	

SOBRE CADA MARQUE UNA POR UNA en la tabla:

1. PERCEPCIÓN = QUE ES LO QUE SE LE OCURRE COMO PRIMERO SI LE PREGUNTO SOBRE CADA MARCA EN LA TABLA ?

Marketing mix específicamente cada marca – como la definiría? Por que?

5. **el producto** (excelente-bueno-regular-malo)

6. **promoción** (excelente-bueno-regular-malo) Por que?

7. **precio** (muy alto-alto-medio-bajo)

8. **canales de distribución** (excelente-bueno-regular-malo) Por que?

Brand Name	Commentaries
Citroen	PRODUCTO: PRECIO: PROMOCION: CANALES DE DISTRIBUCION:
Ford	PRODUCTO: PRECIO: PROMOCION: CANALES DE DISTRIBUCION:
Honda	PRODUCTO: PRECIO: PROMOCION: CANALES DE DISTRIBUCION:
Hyun-dai	PRODUCTO: PRECIO: PROMOCION: CANALES DE DISTRIBUCION:
Kia	PRODUCTO: PRECIO: PROMOCION: CANALES DE DISTRIBUCION:
Nissan	PRODUCTO: PRECIO: PROMOCION: CANALES DE DISTRIBUCION:
Peu-geot	PRODUCTO: PRECIO: PROMOCION: CANALES DE DISTRIBUCION:

Brand Name	Commentaries
SEAT	PRODUCTO: PRECIO: PROMOCION: CANALES DE DISTRIBUCION:
Skoda	PRODUCTO: PRECIO: PROMOCION: CANALES DE DISTRIBUCION:
Volks- wagen	PRODUCTO: PRECIO: PROMOCION: CANALES DE DISTRIBUCION:

2. PERCEPTION PROCESS,

OBJETIVO 2: Identificar los pasos del proceso de percepción del consumidor de carros familiares importados en Barranquilla.

1. Busca información activamente antes de la compra? - Es para usted mas importante la opinión de las personas que conoce o necesita buscar información usted mismo primero?

→

2. Mencione los pasos que dio para la decisión de adquirir su carro familiar importado?

→

3. Con quien habla para buscar referencias? Busca algún asesor? Fue asesorado por alguien en el caso de compra de su carro familiar importado?

→

4. Lee revistas especializadas o mira programas especializados?

→

5. Que referencia consideraría importante para crear su percepción sobre el carro familiar importado?

→

6. Que factor le influiría mas para crear su percepción sobre el carro familiar importado?

→

7. Tenia experiencia anterior en compra del carro familiar importado?

→

8. A quien le recomendaría comprar un vehículo de su misma referencia?

→

9. Es usted un risk taker (prueba nuevos productos) o risk avoider (compra solamente lo ya probado)

→

3. FACTORES (INTERNOS, EXTERNOS) QUE INFLUYEN SU PERCEPCIÓN

OBJETIVO 3: Definir factores internos y externos cuales influyen la percepción del consumidor del carro familiar importado en Barranquilla.

- que miras como primero para comprar un carro? Imagen, color, calidad, servicio, garantía, marca, país de origen...lo que oíste? Tu experiencia personal? Etc....

FACTOR EXTERNO (servicio, influencia de fuera – otras personas, periódicos, noticias, publicidad, parqueadero, el producto técnicamente, su empleo, etc.)

1. Mencione los tres factores principales positivos que percibe al tener su propio carro familiar importado?

→ Buena Imagen, Reconocimiento mundial, Asesoría por internet???

2. Menciona los tres factores principales negativos que percibe al tener su propio carro familiar importado?

→

3. Cuales son las opciones que el mercado ofrece para que una persona pueda tener un vehículo?

→

4. Cuantos vehículos se pueden parquear tranquilamente donde actualmente reside?

→

5. Son los altos impuestos razón por cual no compraría carro familiar importado?
→

FACTOR INTERNO (tu gusto, tus propios sentimientos, opiniones, tus razones sin preguntar o buscar información adicional)

1. Mencione los tres factores principales positivos que percibe al tener su propio carro familiar importado?
→
2. Mencione los tres factores principales negativos que percibe al tener su propio carro importado?
→
3. Le gusta conducirlo o prefiere tener conductor? O conduce esposo/a?
→
4. Cual tipo de transporte prefiere utilizar? Privado o publico? Porque?
→
5. Bajo que condición consideraría usar transporte publico?
→
6. Que medida en la ciudad lo llevaría a tomar la decisión de no querer tener un auto propio?
→
7. Busca carros usados o solamente nuevos? Por que?
→
8. Cuanto tiempo estaría dispuesto esperar para recibir su carro nuevo?
→
9. Se considera impulsivo en crear su propia percepción sobre algún a marca de carro importado? Por que?
→
10. Se prepara una jerarquía de atributos que su carro debe tener? Por que?
→

Anexo B. Interviews (General Transcription)

INTERVIEW No. 1

Información general :

Nombre, edad, sexo, estado civil:	Ricardo, 37, Masculino, Casado
Profesión:	Administrador de Empresas
Vive en casa o apartamento? Propio o Arrendada?	Apartamento, arrendado
Salario (solamente indica si menos o mas de 2.000.000 pesos al mes):	Mas de \$2MM
Tiene carro actualmente? Cual marca y año? Nuevo o Usado? Nacional o Importado?:	Si, Renault Megane 2003, nuevo, nacional

OBJETIVO 1. Identificar la percepción del consumidor sobre el marketing mix de carros familiares importados en el mercado de Barranquilla.

MIRANDO LA TABLA DE CARROS – MEDIUM SIZE FAMILY CARS SOBRE CADA DE ESAS MARCA: CUAL MARCA de la tabla SE LE OCURRE COMO LA PRIMERA Y PORQUE?

MARKETING MIX EN GENERAL: Product, price, promotion, distribution

9. CUAL MARCA – se le ocurre como el mejor y el peor producto? Porque?
10. CUAL MARCA se le ocurre como el mejor y el peor precio
11. CUAL MARCA se le ocurre como primera con la mejor y la peor promoción
12. CUAL MARCA se le ocurre si pregunto por la mejor distribución

Brand Name	Comentarios
Citroen	
Ford	
Honda	El mejor. Porque es una marca japonesa de vanguardia, con un alto nivel de calidad y confort.
Hyundai	Ofrece el mejor precio y amplia variedad de modelos.
Kia	
Nissan	Esta marca ofrece la mejor promoción ya que mantiene varios concesionarios en una misma ciudad, a pesar de manejar vehículos importados.

Brand Name	Comentarios
Peugeot	
SEAT	Considero que ofrece la peor promoción, ya que no existe en la ciudad estabilidad en los concesionarios. Cambian con gran regularidad.
Skoda	La peor. Porque tengo muy mala reputación de los carros fabricados en países de Europa Este (Cortina de Hierro). 2. Maneja el peor precio teniendo en cuenta la relación calidad/precio, es decir es lo más económica y no es la mejor.
Volkswagen	Aun cuando Volkswagen es una marca internacionalmente conocida, todavía no ha encontrado una posición fuerte en el mercado local y el concesionario no son activos.

SOBRE CADA MARQUE UNA POR UNA en la tabla:

1. PERCEPCIÓN = QUE ES LO QUE SE LE OCURRE COMO PRIMERO SI LE PREGUNTO SOBRE CADA MARCA EN LA TABLA ?

Marketing mix específicamente cada marca – como la definiría? Por que?

1. **el producto** (excelente-bueno-regular-malo)
2. **promoción** (excelente-bueno-regular-malo) Por que?
3. **precio** (muy alto-alto-medio-bajo)
4. **canales de distribución** (excelente-bueno-regular-malo) Por que?

Brand Name	Comentarios
Citroen	PRODUCTO: Bueno PRECIO: Alto PROMOCION: regular. No hay muchas alternativas para el consumidor. CANALES DE DISTRIBUCION: malo. No existen concesionarios consolidados en la marca.
Ford	PRODUCTO: Bueno PRECIO: Alto PROMOCION: Bueno. Hay muchas alternativas de compra ya que compite mucho con autos nacionales. CANALES DE DISTRIBUCION: Excelente. Tiene concesionarios de tradición y experiencia.
Honda	PRODUCTO: Excelente PRECIO: Muy Alto PROMOCION: Regular. Existe muy poco poder de negociación del cliente hacia la marca, por la calidad que ofrece. CANALES DE DISTRIBUCION: Excelente. Considero que es una marca orientada hacia la fidelidad de su cliente.

Brand Name	Comentarios
Hyun-dai	<p>PRODUCTO: Bueno PRECIO: Medio PROMOCION: Excelente. Ofrece buenos descuentos y alternativas de compra. CANALES DE DISTRIBUCION: Mantiene concesionarios con buen posicionamiento de servicio y comercialización.</p>
Kia	<p>PRODUCTO: Regular PRECIO: Medio PROMOCION: Regular. No ofrece muchas alternativas que motiven preferencia hacia la compra. Además al no ser una marca muy conocida, mucha gente aún no confía. CANALES DE DISTRIBUCION: Regular. Ofrece una pobre red de concesionarios.</p>
Nissan	<p>PRODUCTO: Excelente PRECIO: Alto PROMOCION: Buena. Se vende en el país como si fuera un carro nacional. CANALES DE DISTRIBUCION: Excelente. Es tal vez el importado que más puntos de venta y disponibilidad ofrece.</p>
Peu-geot	<p>PRODUCTO: Bueno PRECIO: Alto PROMOCION: Regular. No presenta campañas agresivas de venta. CANALES DE DISTRIBUCION: Regular. Poca disponibilidad de existencia de vehículos no le ofrece distintas alternativas al comprador.</p>
SEAT	<p>PRODUCTO: Bueno PRECIO: Medio PROMOCION: Regular. No presenta campañas agresivas de venta. CANALES DE DISTRIBUCION: Regular. Poca disponibilidad de existencia de vehículos no le ofrece distintas alternativas al comprador.</p>
Skoda	<p>PRODUCTO: Regular PRECIO: Medio PROMOCION: Regular. Arrancó en el país con buena promoción pero últimamente se percibe como una marca de baja penetración de mercado. CANALES DE DISTRIBUCION: Regular. Red de concesionarios muy limitada no facilita la exhibición del producto.</p>
Volks- wagen	<p>PRODUCTO: Bueno PRECIO: Alto PROMOCION: Buena. Su variedad de modelos brinda distintas alternativas de compra. CANALES DE DISTRIBUCION: Regular. A pesar de ser una buena marca internacional, aun no ha encontrado un fuerte posicionamiento en el mercado y los concesionarios no son muy activos.</p>

2. PERCEPTION PROCESS,

OBJETIVO 2: Identificar los pasos del proceso de percepción del consumidor de carros familiares importados en Barranquilla.

1. Busca información activamente antes de la compra? - Es para usted mas importante la opinión de las personas que conoce o necesita buscar información usted mismo primero?

→ Si. Busco información en revistas especializadas acerca de los modelos recientes. Además es para mi importante conocer las experiencias de las personas que han consumido el producto, ya que es importante conocer la facilidad de reventa del producto una vez sea usado.

2. Mencione los pasos que dio para la decisión de adquirir su carro familiar importado?

→ Luego de escuchar experiencias de conocidos, consideré importante visitar el concesionario y tener en cuenta que los carros importados mantienen altos estándares de calidad (mejores que los nacionales).

3. Con quien habla para buscar referencias? Busca algún asesor? Fue asesorado por alguien en el caso de compra de su carro familiar importado?

→ Con personas que usen la marca, con concesionarios, con personas adictas al tema de automóviles.

4. Lee revistas especializadas o mira programas especializados?

→ En algún as ocasiones leo artículos en revistas de vehículos. Los programas de carros me llaman mucho la atención.

5. Que referencia consideraría importante para crear su percepción sobre el carro familiar importado?

→ Durabilidad, rendimiento, seguridad, buena calidad.

6. Que factor le influiría mas para crear su percepción sobre el carro familiar importado?

→ Disponibilidad inmediata de repuestos, costo de los repuestos, servicio de mantenimiento y taller.

7. Tenia experiencia anterior en compra del carro familiar importado?

→ No.

8. A quien le recomendaría comprar un vehículo de su misma referencia?
→ A mis padres, compañeros de trabajo y amigos.

9. Es usted un risk taker (prueba nuevos productos) o risk avoider (compra solamente lo ya probado)
→ Risk avoider.

3. FACTORES (INTERNOS, EXTERNOS) QUE INFLUYEN SU PERCEPCIÓN

OBJETIVO 3: Definir factores internos y externos cuales influyen la percepción del consumidor del carro familiar importado en Barranquilla.

- que miras como primero para comprar un carro? Imagen, color, calidad, servicio, garantía, marca, país de origen...lo que oíste? Tu experiencia personal? Etc....

El país de origen es importante ya que permite ubicar el grado de calidad del producto. También su estilo es importante, su disponibilidad de repuestos su garantía y servicio de taller.

FACTOR EXTERNO (servicio, influencia de fuera – otras personas, periódicos, noticias, publicidad, parqueadero, el producto técnicamente, su empleo, etc.)

6. Mencione los tres factores principales positivos que percibe al tener su propio carro familiar importado?

→ Buena Imagen, Reconocimiento mundial, Asesoría por internet???
Producto elaborado en país desarrollado es buena garantía de calidad, status, novedad.

7. Menciona los tres factores principales negativos que percibe al tener su propio carro familiar importado?

→ Que no se consigan los repuestos, Que no sea comercial, Que no sepan repararlo en los talleres??? Concesionarios con corta tradición y experiencia, que abandonen el país, el precio del dólar en aumento, poca disponibilidad de repuestos.

8. Cuales son las opciones que el mercado ofrece para que una persona pueda tener un vehículo?

→ Buenas vías, facilidades de préstamo, bajas tasas de interés, confort, seguridad, variedad de modelos y precios.

9. Cuantos vehículos se pueden parquear tranquilamente donde actualmente reside?

→ Dos.

10. Son los altos impuestos razón por cual no compraría carro familiar importado?

→ Si. Ya que todas sus partes están sometidas a gravamen impositivo lo que tiende a presentar el producto mas costoso de lo que realmente es. Además el país aun mantiene barreras de entrada a productos importados que lo hacen mas costoso que el nacional.

FACTOR INTERNO (tu gusto, tus propios sentimientos, opiniones, tus razones sin preguntar o buscar información adicional)

11. Mencione los tres factores principales positivos que percibe al tener su propio carro familiar importado?

→ *Que me haga sentir cómodo dentro de el, Que me haga llegar rápido a mis destinos, Que me de seguridad???* Seguridad, eficiencia, modernidad.

12. Mencione los tres factores principales negativos que percibe al tener su propio carro importado?

→ *Que sea demasiado costoso, que no me brinde comodidad, que no lo pueda tener disponible por problemas mecánicos???* Pocas opciones de mantenimiento, mano de obra no especializada lo puede dañar, demora en la obtención de un repuesto.

13. Le gusta conducirlo o prefiere tener conductor? O conduce esposo/a?

→ Me gusta conducir, me da mayor seguridad.

14. Cual tipo de transporte prefiere utilizar? Privado o publico? Porque?

→ Privado. Es mas seguro, rápido y exclusivo.

15. Bajo que condición consideraría usar transporte publico?

→ Cuando vaya a sitios que sean de difícil acceso o con parqueos limitados.

16. Que medida en la ciudad lo llevaría a tomar la decisión de no querer tener un auto propio?

→ Altos impuestos, alto tráfico, comprar una casa, costo del combustible.

17. Busca carros usados o solamente nuevos? Por que?

→ Nuevos, es la mejor marca, no se dañan rápidamente, me hacen sentir mas seguro.

18. Cuanto tiempo estaría dispuesto esperar para recibir su carro nuevo?

→ 20 días.

19. Se considera impulsivo en crear su propia percepción sobre algún a marca de carro importado? Por que? No. Prefiero analizar muy bien antes de tomar la determinación.

→

20. Se prepara una jerarquía de atributos que su carro debe tener? Por que?

→ Si. Porque en este país un carro es símbolo de status, además algún os atributos son necesarios.

INTERVIEW No. 2

Información general:

Nombre, edad, sexo, estado civil:	Juan, 27, Casado
Profesión:	Ingeniero Industrial.
Vive en casa o apartamento? Propio o Arrendada?	Apto, Arrendado.
Salario (menos o mas de 2.000.000 pesos al mes):	Mas de 2'000,000.oo
Tiene carro actualmente? Cual marca y año? Nuevo o Usado? Nacional o Importado?:	Si, Nissan 2005, Compro Nuevo, Importado

MIRANDO LA TABLA DE CARROS – MEDIUM SIZE FAMILY CARS SOBRE CADA DE ESAS MARCA:

OBJETIVO 1. Identificar la percepción del consumidor sobre el marketing mix de carros familiares importados en el mercado de Barranquilla.

CUAL MARCA de la tabla SE LE OCURRE COMO LA PRIMERA Y PORQUE?

MARKETING MIX EN GENERAL: Product, price, promotion, distribution

1. CUAL MARCA – se le ocurre como el mejor y el peor producto? Porque?
2. CUAL MARCA se le ocurre como el mejor y el peor precio
3. CUAL MARCA se le ocurre como primera con la mejor y la peor promoción
4. CUAL MARCA se le ocurre si pregunto por la mejor distribución

Brand Name	Commentaries
Citroen	Peor Precio
Ford	
Honda	
Hyundai	Mejor Distribución Mejor Precio
Kia	
Nissan	Mejor Producto Mejor promocion
Peugeot	
SEAT	Peor Promoción
Skoda	Peor Producto Peor Distribución
Volkswagen	

SOBRE CADA MARQUE UNA POR UNA en la tabla:

1. PERCEPCIÓN = QUE ES LO QUE SE LE OCURRE COMO PRIMERO SI LE PREGUNTO SOBRE CADA MARCA EN LA TABLA ?

Marketing mix específicamente cada marca – como la definiría? Por que?

1. **el producto** (excelente-bueno-regular-malo)
2. **promoción** (excelente-bueno-regular-malo) Por que?
3. **precio** (muy alto-alto-medio-bajo)
4. **canales de distribución** (excelente-bueno-regular-malo) Por que?

Brand Name	Commentaries
Citroen	PRODUCTO: Bueno PRECIO: Alto PROMOCION: mala CANALES DE DISTRIBUCION: Malo
Ford	PRODUCTO: Bueno PRECIO: Bueno PROMOCION: Buena CANALES DE DISTRIBUCION: Bueno
Honda	PRODUCTO: Bueno. PRECIO: Alto PROMOCION No se: CANALES DE DISTRIBUCION: Bueno
Hyun-dai	PRODUCTO: Bueno PRECIO: Bueno PROMOCION: Alta (Buenas) CANALES DE DISTRIBUCION: Bueno
Kia	PRODUCTO: Regular PRECIO: Bueno PROMOCION: Alta CANALES DE DISTRIBUCION: Bueno
Nissan	PRODUCTO: Excelente PRECIO: Alto PROMOCION Bueno CANALES DE DISTRIBUCION: Bueno

Brand Name	Commentaries
Peu-geot	PRODUCTO: Excelente PRECIO: Alto PROMOCION Bueno: CANALES DE DISTRIBUCION: Regular
SEAT Responde No lo conoce	PRODUCTO: PRECIO: PROMOCION: CANALES DE DISTRIBUCION:
Skoda	PRODUCTO: Regular PRECIO: Normal PROMOCION: Regular CANALES DE DISTRIBUCION: Malo.
Volks- wagen	PRODUCTO: Excelente PRECIO: Alto PROMOCION: Regular CANALES DE DISTRIBUCION: Regular

2. PERCEPTION PROCESS.

OBJETIVO 2: Identificar los pasos del proceso de percepción del consumidor de carros familiares importados en Barranquilla.

1. Busca información activamente antes de la compra? - Es para usted mas importante la opinión de las personas que conoce o necesita buscar información usted mismo primero?

→ Necesito buscar información primero

2. Mencione los pasos que dio para la decisión de adquirir su carro familiar importado?

→ Comparo su calidad, potencia del motor y precio.

3. Con quien habla para buscar referencias? Busca algún asesor? Fue asesorado por alguien en el caso de compra de su carro familiar importado?

→ Compañías de Financiamiento Comercial..

4. Lee revistas especializadas o mira programas especializados?

→ No.

5. Que referencia consideraría importante para crear su percepción sobre el carro familiar importado?

→ Experiencia de otros propietarios y reputación

6. Que factor le influiría mas para crear su percepción sobre el carro familiar importado?

→ Calidad y bajos costos de mantenimiento.

7. Tenia experiencia anterior en compra del carro familiar importado?

→Si,

8. A quien le recomendaría comprar un vehículo de su misma referencia?

→ A amigos y familiares mas cercanos.

9. Es usted un risk taker (prueba nuevos productos) o risk avoider (compra solamente lo ya probado)

→Risk avoider..

3. FACTORES (INTERNOS, EXTERNOS) QUE INFLUYEN SU PERCEPCIÓN

OBJETIVO 3: Definir factores internos y externos cuales influyen la percepción del consumidor del carro familiar importado en Barranquilla.

- que miras como primero para comprar un carro? Imagen, color, calidad, servicio, garantía, marca, país de origen...lo que oíste? Tu experiencia personal? Etc....

FACTOR EXTERNO (servicio, influencia de fuera – otras personas, periódicos, noticias, publicidad, parqueadero, el producto técnicamente, su empleo, etc.)

1. Mencione los tres factores principales positivos que percibe al tener su propio carro familiar importado?

→Buena Imagen, calidad y respaldo comercial.

2. Menciona los tres factores principales negativos que percibe al tener su propio carro familiar importado?

→Alto precio de los repuestos, bajo equipamiento y alto consumo de combustible.

3. Cuales son las opciones que el mercado ofrece para que una persona pueda tener un vehículo?

→Prestamos Bancarios. Tasa de interés altas.

4. Cuantos vehículos se pueden parquear tranquilamente donde actualmente reside?

→Uno (1)

5. Son los altos impuestos razón por cual no compraría carro familiar importado?

→Si.

FACTOR INTERNO (tu gusto, tus propios sentimientos, opiniones, tus razones sin preguntar o buscar información adicional)

1. Mencione los tres factores principales positivos que percibe al tener su propio carro familiar importado?

→Comodidad, Seguridad, me hace sentir poderoso.

2. Mencione los tres factores principales negativos que percibe al tener su propio carro importado?

→Detrimento de mi capital, altos costos del mantenimiento..

3. Le gusta conducirlo o prefiere tener conductor? O conduce esposo/a?

→ Si. Me gusta sentir la fuerza del motor me hace sentir con mas confianza y libre.

4. Cual tipo de transporte prefiere utilizar? Privado o publico? Porque?

→ Privado. Me permite manejar mejor mi tiempo..

5. Bajo que condición consideraría usar transporte publico?

→Costos y tiempo..

6. Que medida en la ciudad lo llevaría a tomar la decisión de no querer tener un auto propio?

→Alto Trafico y Problemas de Parqueo..

7. Busca carros usados o solamente nuevos? Por que?

→Nuevo. Pocas personas cuidan los carros y hacen religiosamente su mantenimiento

8. Cuanto tiempo estaría dispuesto esperar para recibir su carro nuevo?

→Un mes...

9. Se considera impulsivo en crear su propia percepción sobre algún a marca de carro importado? Por que?

→ No. Es mejor tomar esas decisiones con mucha información.

10. Se prepara una jerarquía de atributos que su carro debe tener? Por que?

→ Si, porque asi es mas facil tomar la decisión frente a las variadas opciones del mercado.

INTERVIEW No. 3

Información general:

Nombre, edad, sexo, estado civil:	Jane, 28, Soltera
Profesión:	Administradora de Empresas.
Vive en casa o apartamento? Propio o Arrendada?	Apto, Arrendado.
Salario (menos o mas de 2.000.000 pesos al mes):	Mas de 2'000,000.oo
Tiene carro actualmente? Cual marca y ano? Nuevo o Usado? Nacional o Importado?:	Si, Volkswagen Jetta 2004, Compro Usado, Importado

MIRANDO LA TABLA DE CARROS – MEDIUM SIZE FAMILY CARS SOBRE CADA DE ESAS MARCA:

OBJETIVO 1. Identificar la percepción del consumidor sobre el marketing mix de carros familiares importados en el mercado de Barranquilla.

CUAL MARCA de la tabla SE LE OCURRE COMO LA PRIMERA Y PORQUE?

MARKETING MIX EN GENERAL: Product, price, promotion, distribution

1. CUAL MARCA – se le ocurre como el mejor y el peor producto? Porque?
2. CUAL MARCA se le ocurre como el mejor y el peor precio
3. CUAL MARCA se le ocurre como primera con la mejor y la peor promoción
5. CUAL MARCA se le ocurre si pregunto por la mejor distribución

Brand Name	Commentaries
Citroen	
Ford	Mejor Promoción
Honda	Mejor Distribución
Hyundai	
Kia	Peor Producto
Nissan	Mejor Precio
Peugeot	Peor Precio
SEAT	Peor Distribución
Skoda	Peor Promoción
Volkswagen	Mejor Producto

SOBRE CADA MARQUE UNA POR UNA en la tabla:

1. PERCEPCIÓN = QUE ES LO QUE SE LE OCURRE COMO PRIMERO SI LE PREGUNTO SOBRE CADA MARCA EN LA TABLA ?

Marketing mix específicamente cada marca – como la definiría? Por que?

1. **el producto** (excelente-bueno-regular-malo)
2. **promoción** (excelente-bueno-regular-malo) Por que?
3. **precio** (muy alto-alto-medio-bajo)
4. **canales de distribución** (excelente-bueno-regular-malo) Por que?

Brand Name	Commentaries
Citroen	PRODUCTO: Bueno PRECIO: Bueno PROMOCION: mala CANALES DE DISTRIBUCION: Malo
Ford	PRODUCTO: Bueno PRECIO: Normal (Medio) PROMOCION: Buena CANALES DE DISTRIBUCION: Bueno
Honda	PRODUCTO: No se. PRECIO: PROMOCION: CANALES DE DISTRIBUCION:
Hyun-dai	PRODUCTO: Bueno PRECIO: Bueno PROMOCION: Buena CANALES DE DISTRIBUCION: Bueno
Kia	PRODUCTO: Malo PRECIO: Bueno PROMOCION: Buena CANALES DE DISTRIBUCION: Bueno
Nissan	PRODUCTO: PRECIO: PROMOCION CANALES DE DISTRIBUCION:
Peu-geot	PRODUCTO: Bueno PRECIO: Alto PROMOCION Bueno: CANALES DE DISTRIBUCION: Bueno
SEAT Responde No sabe	PRODUCTO: PRECIO: PROMOCION: CANALES DE DISTRIBUCION:
Skoda	PRODUCTO: PRECIO: Regular PROMOCION: Malo CANALES DE DISTRIBUCION: Malo.
Volks- wagen	PRODUCTO: Bueno PRECIO: Alto PROMOCION: Muy Poca CANALES DE DISTRIBUCION: Bueno

2. PERCEPTION PROCESS.

OBJETIVO 2: Identificar los pasos del proceso de percepción del consumidor de carros familiares importados en Barranquilla.

1. Busca información activamente antes de la compra? - Es para usted mas importante la opinión de las personas que conoce o necesita buscar información usted mismo primero?

→Si, Busco activamente pero necesito verlo, tocarlo y tener mucha información..

2. Mencione los pasos que dio para la decisión de adquirir su carro familiar importado?

→Experiencia de personas, visita a concesionarios.

3. Con quien habla para buscar referencias? Busca algún asesor? Fue asesorado por alguien en el caso de compra de su carro familiar importado?

→Con el concesionario. No leo revistas de autos ni veo programas.

4. Lee revistas especializadas o mira programas especializados?

→No.

5. Que referencia consideraría importante para crear su percepción sobre el carro familiar importado?

→Gente conocida que entiende de carros. Generalmente hombres. (amigos)

6. Que factor le influiría mas para crear su percepción sobre el carro familiar importado?

→ Bastante información y buena distribución.

7. Tenia experiencia anterior en compra del carro familiar importado?

→No,

8. A quien le recomendaría comprar un vehículo de su misma referencia?

→ A las personas que me pregunten.

9. Es usted un risk taker (prueba nuevos productos) o risk avoider (compra solamente lo ya probado)

→Risk avoider..

3. FACTORES (INTERNOS, EXTERNOS) QUE INFLUYEN SU PERCEPCIÓN

OBJETIVO 3: Definir factores internos y externos cuales influyen la percepción del consumidor del carro familiar importado en Barranquilla.

- que miras como primero para comprar un carro? Imagen, color, calidad, servicio, garantía, marca, país de origen...lo que oíste? Tu experiencia personal? Etc....

FACTOR EXTERNO (servicio, influencia de fuera – otras personas, periódicos, noticias, publicidad, parqueadero, el producto técnicamente, su empleo, etc.)

- 1. Mencione los tres factores principales positivos que percibe al tener su propio carro familiar importado?**
→Asesoría, Precio y reconocimiento mundial.
- 2. Menciona los tres factores principales negativos que percibe al tener su propio carro familiar importado?**
→Precio alto, deficiente mantenimiento y repuestos costosos
- 3. Cuales son las opciones que el mercado ofrece para que una persona pueda tener un vehículo?**
→Crédito
- 4. Cuantos vehículos se pueden parquear tranquilamente donde actualmente reside?**
→Dos (2)
- 5. Son los altos impuestos razón por cual no compraría carro familiar importado?**
→Si.

FACTOR INTERNO (tu gusto, tus propios sentimientos, opiniones, tus razones sin preguntar o buscar información adicional)

- 1. Mencione los tres factores principales positivos que percibe al tener su propio carro familiar importado?**
→Seguridad, comodidad y el diseño me sube mi autoestima.
- 2. Mencione los tres factores principales negativos que percibe al tener su propio carro importado?**
→Mal diseño, Incómodo que me haga ver mal.
- 3. Le gusta conducirlo o prefiere tener conductor? O conduce esposo/a?**
→ No me gusta conducir lo hago por necesidad y no tengo presupuesto para tener conductor.
- 4. Cual tipo de transporte prefiere utilizar? Privado o publico? Porque?**
→ Privado. La gasolina es mas económica.
- 5. Bajo que condición consideraría usar transporte publico?**
→Solo si existiera un transporte publico de calidad en la ciudad.

6. **Que medida en la ciudad lo llevaría a tomar la decisión de no querer tener un auto propio?**
→Teniendo un cómodo transporte publico.
7. **Busca carros usados o solamente nuevos? Por que?**
→Nuevos.
8. **Cuanto tiempo estaría dispuesto esperar para recibir su carro nuevo?**
→Un mes...
9. **Se considera impulsivo en crear su propia percepción sobre algún a marca de carro importado? Por que?**
→ No. Me gusta averiguar y tomarme el tiempo para analizar.
10. **Se prepara una jerarquía de atributos que su carro debe tener? Por que?**
→ Si, que me guste el diseño exterior, cómodo en su interior, precio accesible y la marca.

INTERVIEW No. 4

Información general :

Nombre, edad, sexo, estado civil:	Alejandro García, 25, M, Soltero.
Profesión:	Administrador de Empresas
Vive en casa o apartamento? Propio o Arrendada?	Casa, Familiar.
Salario (menos o mas de 2.000.000 pesos al mes):	Mas.
Tiene carro actualmente? Cual marca y ano? Nuevo o Usado? Nacional o Importado?:	Si – Renault Twingo 2004 – Usado – Nacional.

MIRANDO LA TABLA DE CARROS – MEDIUM SIZE FAMILY CARS SOBRE CADA DE ESAS MARCA:

OBJETIVO 1. Identificar la percepción del consumidor sobre el marketing mix de carros familiares importados en el mercado de Barranquilla.

CUAL MARCA de la tabla SE LE OCURRE COMO LA PRIMERA Y PORQUE? MARKETING MIX EN GENERAL: Product, price, promotion, distribution

1. CUAL MARCA – se le ocurre como el mejor y el peor producto? Porque?
2. CUAL MARCA se le ocurre como el mejor y el peor precio
3. CUAL MARCA se le ocurre como primera con la mejor y la peor promoción
4. CUAL MARCA se le ocurre si pregunto por la mejor distribución

Brand Name	Model of the family automobile
Citroen	
Ford	
Honda	Peor Precio.
Hyundai	Mejor Precio. Mejor distribución. Mejor Promoción.
Kia	Peor producto falta de información.
Nissan	Mejor Producto por experiencia.
Peugeot	
SEAT	Peor promoción. Peor distribución.
Skoda	
Volkswagen	

SOBRE CADA MARQUE UNA POR UNA en la tabla:

Marketing mix específicamente cada marca – como la definiría y porque?

1. PERCEPCIÓN = QUE ES LO QUE SE LE OCURRE COMO PRIMERO SI LE PREGUNTO SOBRE CADA MARCA EN LA TABLA ?

1. el producto (excelente-bueno-regular-malo)
2. promoción (excelente-bueno-regular-malo) Por que?
3. precio (muy alto-alto-medio-bajo)
4. canales de distribución (excelente-bueno-regular-malo) Por que?

Brand Name	Commentaries
Citroen	PRODUCTO: Excelente PRECIO: Muy Alto PROMOCION: Regular CANALES DE DISTRIBUCION: Regular
Ford	PRODUCTO: Bueno PRECIO: Medio PROMOCION: Buena CANALES DE DISTRIBUCION: Bueno

Brand Name	Commentaries
Honda	PRODUCTO: Excelente PRECIO: Alto PROMOCION: Buena CANALES DE DISTRIBUCION: Buena
Hyun-dai	PRODUCTO: Bueno PRECIO: Bajo PROMOCION: Excelente CANALES DE DISTRIBUCION: Bueno
Kia	PRODUCTO: Regular PRECIO: Bajo PROMOCION: Regular CANALES DE DISTRIBUCION: Malo
Nissan	PRODUCTO: Excelente PRECIO: Alto PROMOCION: Buena CANALES DE DISTRIBUCION: Buena
Peu-geot	PRODUCTO: Bueno PRECIO: Medio PROMOCION: Buena CANALES DE DISTRIBUCION: Regular
SEAT	PRODUCTO: Bueno PRECIO: Alto PROMOCION: Mala CANALES DE DISTRIBUCION: Mala
Skoda	PRODUCTO: Regular PRECIO: Medio PROMOCION: Mala CANALES DE DISTRIBUCION: Mala
Volks-wagen	PRODUCTO: Excelente PRECIO: Alto PROMOCION: Regular CANALES DE DISTRIBUCION: Bueno

2. PERCEPTION PROCESS,

OBJETIVO 2: Identificar los pasos del proceso de percepción del consumidor de carros familiares importados en Barranquilla.

1. Busca información activamente antes de la compra? - Es para usted mas importante la opinión de las personas que conoce o necesita buscar información usted mismo primero?

- Si antes de comprar un vehículo, busco la mayor información que pueda, tanto información que yo me pueda conseguir, como la que me puedan suministrar personas que tengan o hayan tenido el vehículo.

2. Mencione los pasos que dio para la decisión de adquirir su carro familiar importado?

- Mirar los clasificados en el periódico, ir a diferentes compra-ventas de vehículos, ir a los concesionarios.

3. Con quien habla para buscar referencias? Busca algún asesor? Fue asesorado por alguien en el caso de compra de su carro familiar importado?

- Con las diferentes personas que tienen experiencia con el vehículo.

4. Lee revistas especializadas o mira programas especializados?

- Si

5. Que referencia consideraría importante para crear su percepción sobre el carro familiar importado?

- Potencia, Garantía, Comodidad, Servicio.

6. Que factor le influiría mas para crear su percepción sobre el carro familiar importado?

- El concepto de alguien que haya tenido experiencia con el vehículo.

7. Tenia experiencia anterior en compra del carro familiar importado?

- Si

8. A quien le recomendaría comprar un vehículo de su misma referencia?

- A cualquiera.

9. Es usted un risk taker (prueba nuevos productos) o risk avoider (compra solamente lo ya probado)

- Risk Avoider

3. FACTORES (INTERNOS, EXTERNOS) QUE INFLUYEN SU PERCEPCIÓN

OBJETIVO 3: Definir factores internos y externos cuales influyen la percepción del consumidor del carro familiar importado en Barranquilla.

- que miras como primero para comprar un carro? Imagen, color, calidad, servicio, garantía, marca, país de origen...lo que oíste? Tu experiencia personal? Etc....

FACTOR EXTERNO (servicio, influencia de fuera – otras personas, periódicos, noticias, publicidad, parqueadero, el producto técnicamente, su empleo, etc.)

1. Mencione los tres factores principales positivos que percibe al tener su propio carro familiar importado?

- Buena Imagen, Reconocimiento mundial, Asesoría por internet.

- 2. Menciona los tres factores principales negativos que percibe al tener su propio carro familiar importado?**
 - Que no se consigan los repuestos, Que no sea comercial, Que no sepan repararlo en los talleres.
- 3. Cuales son las opciones que el mercado ofrece para que una persona pueda tener un vehículo?**
 - Muchas facilidades de pago, Múltiples opciones de crédito para cada tipo de persona.
- 4. Cuantos vehículos se pueden parquear tranquilamente donde actualmente reside?**
 - 2
- 5. Son los altos impuestos razón por cual no compraría carro familiar importado?**
 - No.

FACTOR INTERNO (tu gusto, tus propios sentimientos, opiniones, tus razones sin preguntar o buscar información adicional)

- 1. Mencione los tres factores principales positivos que percibe al tener su propio carro familiar importado?**
 - Que me haga sentir cómodo dentro de el, Que me haga llegar rápido a mis destinos, Que me de seguridad la fuerza del carro me hace sentir con libertad.
- 2. Mencione los tres factores principales negativos que percibe al tener su propio carro importado?**
 - Que sea demasiado costoso, que no me brinde comodidad, que no lo pueda tener disponible por problemas mecánicos.
- 3. Le gusta conducirlo o prefiere tener conductor? O conduce esposo/a?**
 - Me gusta conducirlo
- 4. Cual tipo de transporte prefiere utilizar? Privado o publico? Porque?**
 - Privado, mayor comodidad.
- 5. Bajo que condición consideraría usar transporte publico?**
 - Por obligación.
- 6. Que medida en la ciudad lo llevaría a tomar la decisión de no querer tener un auto propio?**
 - Impuestos demasiado altos.

7. **Busca carros usados o solamente nuevos? Por que?**
 - Las dos cosas, porque los carros nuevos han bajado mucho su precio.
8. **Cuanto tiempo estaría dispuesto esperar para recibir su carro nuevo?**
 - 15 días.
9. **Se considera impulsivo en crear su propia percepción sobre algún a marca de carro importado? Por que?**
 - No, porque
10. **Se prepara una jerarquía de atributos que su carro debe tener? Por que?**
 - Si.

INTERVIEW No. 5

Información general:

Nombre, edad, sexo, estado civil:	Isabel, 30, Soltera,
Profesión:	Psicóloga
Vive en casa o apartamento? Propio o Arrendada?	Casa, Propia
Salario (menos o mas de 2.000.000 pesos al mes):	Mas de 2'000,000.oo
Tiene carro actualmente? Cual marca y ano? Nuevo o Usado? Nacional o Importado?:	Si, Mazda 1999, Compro Nuevo, Importado

MIRANDO LA TABLA DE CARROS – MEDIUM SIZE FAMILY CARS SOBRE CADA DE ESAS MARCA:

OBJETIVO 1. Identificar la percepción del consumidor sobre el marketing mix de carros familiares importados en el mercado de Barranquilla.

CUAL MARCA de la tabla SE LE OCURRE COMO LA PRIMERA Y PORQUE?

MARKETING MIX EN GENERAL: Product, price, promotion, distribution

- 1.CUAL MARCA – se le ocurre como el mejor y el peor producto? Porque?
- 2.CUAL MARCA se le ocurre como el mejor y el peor precio

3. CUAL MARCA se le ocurre como primera con la mejor y la peor promoción
 Responde que ninguna, considera que todas tienen precios estándares

4. CUAL MARCA se le ocurre si pregunto por la mejor distribución

Brand Name	Commentaries
Citroen	
Ford	Mejor Producto
Honda	
Hyundai	Peor Producto
Kia	Mejor Precio
Nissan	Mejor Distribución
Peugeot	
SEAT	
Skoda	
Volkswagen	Peor Precio

SOBRE CADA MARQUE UNA POR UNA en la tabla:

1. PERCEPCIÓN = QUE ES LO QUE SE LE OCURRE COMO PRIMERO SI LE PREGUNTO SOBRE CADA MARCA EN LA TABLA ?

Marketing mix específicamente cada marca – como la definiría? Por que?

1. **el producto** (excelente-bueno-regular-malo)
2. **promoción** (excelente-bueno-regular-malo) Por que?
3. **precio** (muy alto-alto-medio-bajo)
4. **canales de distribución** (excelente-bueno-regular-malo) Por que?

Brand Name	Commentaries
Citroen	PRODUCTO: Bueno PRECIO: Alto PROMOCION: No se. CANALES DE DISTRIBUCION: Mala Distribución
Ford	PRODUCTO: Bueno PRECIO: Medio PROMOCION: Buena CANALES DE DISTRIBUCION: Buena
Honda	PRODUCTO: Bueno PRECIO: Alto PROMOCION: Buena CANALES DE DISTRIBUCION: Bueno
Hyun-dai	PRODUCTO: Bueno PRECIO: Excelente PROMOCION: Buena CANALES DE DISTRIBUCION: Excelente
Kia	PRODUCTO: Regular PRECIO: Medio PROMOCION: Regular CANALES DE DISTRIBUCION: Regular

Brand Name	Commentaries
Nissan	PRODUCTO: Excelente PRECIO: Alto PROMOCION Buenas CANALES DE DISTRIBUCION: Excelente
Peu-geot	PRODUCTO: Excelente PRECIO: Muy Alto PROMOCION Regular: CANALES DE DISTRIBUCION: Regular
SEAT No la conoce	PRODUCTO: PRECIO: PROMOCION: CANALES DE DISTRIBUCION:
Skoda	PRODUCTO: Regular PRECIO: Medio PROMOCION: Mala CANALES DE DISTRIBUCION: Mala
Volks- wagen	PRODUCTO: Excelente PRECIO: Alto PROMOCION: Regular CANALES DE DISTRIBUCION: Bueno

2. PERCEPTION PROCESS,

OBJETIVO 2: Identificar los pasos del proceso de percepción del consumidor de carros familiares importados en Barranquilla.

1. Busca información activamente antes de la compra? - Es para usted mas importante la opinión de las personas que conoce o necesita buscar información usted mismo primero?

→ Busco información de personas que conocen de carros y busco mi propia información

2. Mencione los pasos que dio para la decisión de adquirir su carro familiar importado?

→ Visite todos los concesionarios de la ciudad, verifique precios , modelos, colores luego compre el que mas me gusto `por marca y calidad del producto,.

3. Con quien habla para buscar referencias? Busca algún asesor? Fue asesorado por alguien en el caso de compra de su carro familiar importado?

→ Busco asesores, pero también me dejo llevar por lo que me guste.

4. Lee revistas especializadas o mira programas especializados?

→ Si, veo programas y leo revistas de carros.

5. Que referencia consideraría importante para crear su percepción sobre el carro familiar importado?

→ LA marca, el modelo, facilidad de adquirir repuestos.

6. Que factor le influiría mas para crear su percepción sobre el carro familiar importado?

→ El modelo, los colores, el precio, la vida del carro y la marca.

7. Tenia experiencia anterior en compra del carro familiar importado?

→ Si.

8. A quien le recomendaría comprar un vehículo de su misma referencia?

→ A todas las personas que conozco, mi carro es muy bueno y las personas que deseen un carro como el mío.

9. Es usted un risk taker (prueba nuevos productos) o risk avoider (compra solamente lo ya probado)

→ Risk Tañer, Pruebo nuevos productos.

3. FACTORES (INTERNOS, EXTERNOS) QUE INFLUYEN SU PERCEPCIÓN

OBJETIVO 3: Definir factores internos y externos cuales influyen la percepción del consumidor del carro familiar importado en Barranquilla.

- que miras como primero para comprar un carro? Imagen, color, calidad, servicio, garantía, marca, país de origen...lo que oíste? Tu experiencia personal? Etc....

FACTOR EXTERNO (servicio, influencia de fuera – otras personas, periódicos, noticias, publicidad, parqueadero, el producto técnicamente, su empleo, etc.)

1. Mencione los tres factores principales positivos que percibe al tener su propio carro familiar importado?

→ Ensamblado en su casa matriz, calidad, independencia en la movilización

2. **Menciona los tres factores principales negativos que percibe al tener su propio carro familiar importado?**
→ Mala reventa, mantenimiento costoso y mano de obra poco calificada.
3. **Cuales son las opciones que el mercado ofrece para que una persona pueda tener un vehículo?**
→ Es muy limitado para las personas en este país tener un vehículo. Hay pocas promociones.
4. **Cuantos vehículos se pueden parquear tranquilamente donde actualmente reside?**
→ Uno (1)
5. **Son los altos impuestos razón por cual no compraría carro familiar importado?**
→ No, considero muy altos los repuestos, consumo de gasolina y su mantenimiento en general.

FACTOR INTERNO (tu gusto, tus propios sentimientos, opiniones, tus razones sin preguntar o buscar información adicional)

1. **Mencione los tres factores principales positivos que percibe al tener su propio carro familiar importado?**
→ Que pocas personas lo tengan, que sea bonito, económico en su combustible, disminuye la posibilidad de robo
2. **Mencione los tres factores principales negativos que percibe al tener su propio carro importado?**
→ Poca disponibilidad de tiempo para mantenimiento, que realmente este adaptado a la geografía nacional.
3. **Le gusta conducirlo o prefiere tener conductor? O conduce esposo/a?**
→ Si, prefiero conducir.
4. **Cual tipo de transporte prefiere utilizar? Privado o publico? Porque?**
→ Privado, por mayor comodidad
5. **Bajo que condición consideraría usar transporte publico?**
→ Cuando no estoy en mi ciudad.
6. **Que medida en la ciudad lo llevaría a tomar la decisión de no querer tener un auto propio?**
→ Ninguna, solo que el transporte sea demasiado barato.

7. **Busca carros usados o solamente nuevos? Por que?**
 → Solo nuevos, por su garantía.
8. **Cuanto tiempo estaría dispuesto esperar para recibir su carro nuevo?**
 → Una semana.
9. **Se considera impulsivo en crear su propia percepción sobre algún a marca de carro importado? Por que?**
 → No. Estudio primero la marca y el modelo.
10. **Se prepara una jerarquía de atributos que su carro debe tener? Por que?**
 → El diseño, es muy importante, adicionalmente incluyo marca, precio, color y durabilidad..

INTERVIEW No. 6

Información general:

Nombre, edad, sexo, estado civil:	Roberto, 35, Casado
Profesión:	Contador Publico
Vive en casa o apartamento? Propio o Arrendada?	Apto, Propia
Salario (menos o mas de 2.000.000 pesos al mes):	Mas de 2´000,000.oo
Tiene carro actualmente? Cual marca y ano? Nuevo o Usado? Nacional o Importado?:	Si, Ford 2000, Compro Usado, Importado

MIRANDO LA TABLA DE CARROS – MEDIUM SIZE FAMILY CARS SOBRE CADA DE ESAS MARCA:

OBJETIVO 1. Identificar la percepción del consumidor sobre el marketing mix de carros familiares importados en el mercado de Barranquilla.

CUAL MARCA de la tabla SE LE OCURRE COMO LA PRIMERA Y PORQUE?

MARKETING MIX EN GENERAL: Product, price, promotion, distribution

1. CUAL MARCA – se le ocurre como el mejor y el peor producto? Porque?
2. CUAL MARCA se le ocurre como el mejor y el peor precio
3. CUAL MARCA se le ocurre como primera con la mejor y la peor promoción
4. CUAL MARCA se le ocurre si pregunto por la mejor distribución

Brand Name	Commentaries
Citroen	Peor Precio
Ford	Mejor Producto, Mejor Distribución, Mejor Promoción
Honda	Precio alto y excelente calidad van muy bien juntos.
Hyundai	Mejor Precio
Kia	Peor Producto
Nissan	
Peugeot	
SEAT	Peor distribución, Peor Promoción
Skoda	
Volkswagen	

SOBRE CADA MARQUE UNA POR UNA en la tabla:

1. PERCEPCIÓN = QUE ES LO QUE SE LE OCURRE COMO PRIMERO SI LE PREGUNTO SOBRE CADA MARCA EN LA TABLA ?

Marketing mix específicamente cada marca – como la definiría? Por que?

1.el producto (excelente-bueno-regular-malo)

2.promoción (excelente-bueno-regular-malo) Por que?

3.precio (muy alto-alto-medio-bajo)

4.canales de distribución (excelente-bueno-regular-malo) Por que?

Brand Name	Commentaries
Citroen	PRODUCTO: Bueno PRECIO: Alto PROMOCION: Poca CANALES DE DISTRIBUCION: Poco
Ford	PRODUCTO: Bueno PRECIO: Medio PROMOCION: Bueno CANALES DE DISTRIBUCION: Bueno
Honda	PRODUCTO: Bueno PRECIO: Alto PROMOCION: Buena CANALES DE DISTRIBUCION: Bueno
Hyun-dai	PRODUCTO: Bueno PRECIO: Excelente PROMOCION: Buena CANALES DE DISTRIBUCION: Excelente
Kia	PRODUCTO: Bueno PRECIO: Bueno PROMOCION: Malo CANALES DE DISTRIBUCION: Malo
Nissan	PRODUCTO: Bueno PRECIO: Alto PROMOCION Regular: CANALES DE DISTRIBUCION: Regular

Brand Name	Commentaries
Peu-geot	PRODUCTO: Bueno PRECIO: Alto PROMOCION Malo: CANALES DE DISTRIBUCION: Malo
SEAT Responde No se nada.	PRODUCTO: PRECIO: PROMOCION: CANALES DE DISTRIBUCION:
Skoda	PRODUCTO: Bueno PRECIO: Bueno PROMOCION: Malo CANALES DE DISTRIBUCION: Malo
Volks-wagen	PRODUCTO: Bueno PRECIO: Alto PROMOCION: Malo CANALES DE DISTRIBUCION: Malo

2. PERCEPTION PROCESS.

OBJETIVO 2: Identificar los pasos del proceso de percepción del consumidor de carros familiares importados en Barranquilla.

1. Busca información activamente antes de la compra? - Es para usted mas importante la opinión de las personas que conoce o necesita buscar información usted mismo primero?

→No simplemente el estilo.

2. Mencione los pasos que dio para la decisión de adquirir su carro familiar importado?

→Me guío por el diseño

3. Con quien habla para buscar referencias? Busca algún asesor? Fue asesorado por alguien en el caso de compra de su carro familiar importado?

→Si con el papá de una amiga que tenia uno similar.

4. Lee revistas especializadas o mira programas especializados?

→No.

5. Que referencia consideraría importante para crear su percepción sobre el carro familiar importado?

→Ninguna

6. Que factor le influiría mas para crear su percepción sobre el carro familiar importado?

→ Diseño

7. Tenia experiencia anterior en compra del carro familiar importado?

→No

8. A quien le recomendaría comprar un vehículo de su misma referencia?

→ A todo el que me pregunte.

9. Es usted un risk taker (prueba nuevos productos) o risk avoider (compra solamente lo ya probado)

→Risk Tañer..

3. FACTORES (INTERNOS, EXTERNOS) QUE INFLUYEN SU PERCEPCIÓN

OBJETIVO 3: Definir factores internos y externos cuales influyen la percepción del consumidor del carro familiar importado en Barranquilla.

- que miras como primero para comprar un carro? Imagen, color, calidad, servicio, garantía, marca, país de origen...lo que oíste? Tu experiencia personal? Etc....

FACTOR EXTERNO (servicio, influencia de fuera – otras personas, periódicos, noticias, publicidad, parqueadero, el producto técnicamente, su empleo, etc.)

1. Mencione los tres factores principales positivos que percibe al tener su propio carro familiar importado?

→ Comodidad, seguridad y Tranquilidad

2. Menciona los tres factores principales negativos que percibe al tener su propio carro familiar importado?

→ Mantenimiento.

3. Cuales son las opciones que el mercado ofrece para que una persona pueda tener un vehículo?

→ Leasing. Prestamo Normal.

4. Cuantos vehículos se pueden parquear tranquilamente donde actualmente reside?

→Seis (6)

5. Son los altos impuestos razón por cual no compraría carro familiar importado?

→ Si los impuestos son muy altos..

FACTOR INTERNO (tu gusto, tus propios sentimientos, opiniones, tus razones sin preguntar o buscar información adicional)

1. Mencione los tres factores principales positivos que percibe al tener su propio carro familiar importado?

→ Que me haga sentir cómodo dentro de el, que tenga un tanque de gasolina grande pero de buen rendimiento

2. Mencione los tres factores principales negativos que percibe al tener su propio carro importado?

→ Que sea demasiado costos.

3. Le gusta conducirlo o prefiere tener conductor? O conduce esposo/a?

→ Si, prefiero conducir.

4. Cual tipo de transporte prefiere utilizar? Privado o publico? Porque?

→ Privado, es mas cómodo.

5. Bajo que condición consideraría usar transporte publico?

→ Que se dañe mecánicamente el carro

6. Que medida en la ciudad lo llevaría a tomar la decisión de no querer tener un auto propio?

→ Que suban excesivamente ,los impuestos..

7. Busca carros usados o solamente nuevos? Por que?

→ Ambos, depende el estado.

8. Cuanto tiempo estaría dispuesto esperar para recibir su carro nuevo?

→ Un mes

9. Se considera impulsivo en crear su propia percepción sobre algún a marca de carro importado? Por que?

→ Si Porque me interesa mucho el diseño..

10. Se prepara una jerarquía de atributos que su carro debe tener? Por que?

→ Comodidad, avances tecnológicos y potencia del Motor.

INTERVIEW No. 7

Información general:

Nombre, edad, sexo, estado civil:	Alvaro, 40, Casado
Profesión:	Docente
Vive en casa o apartamento? Propio o Arrendada?	Apto, Arrendada
Salario (menos o mas de 2.000.000 pesos al mes):	Mas de 2'000,000.oo
Tiene carro actualmente? Cual marca y año? Nuevo o Usado? Nacional o Importado?:	Si, Renault 98, Compro Usado, Nacional

MIRANDO LA TABLA DE CARROS – MEDIUM SIZE FAMILY CARS SOBRE CADA DE ESAS MARCA:

OBJETIVO 1. Identificar la percepción del consumidor sobre el marketing mix de carros familiares importados en el mercado de Barranquilla.

CUAL MARCA de la tabla SE LE OCURRE COMO LA PRIMERA Y PORQUE?

MARKETING MIX EN GENERAL: Product, price, promotion, distribution

1. CUAL MARCA – se le ocurre como el mejor y el peor producto? Porque?
2. CUAL MARCA se le ocurre como el mejor y el peor precio
3. CUAL MARCA se le ocurre como primera con la mejor y la peor promoción
4. CUAL MARCA se le ocurre si pregunto por la mejor distribución

Brand Name	Commentaries
Citroen	
Ford	Mejor Precio, Mejor Producto, Mejor Distribución, Mejor Promoción
Honda	
Hyundai	Peor Distribución
Kia	
Nissan	
Peugeot	Peor Precio
SEAT	Peor Promoción. No sabía de la existencia de esta marca.
Skoda	
Volkswagen	

SOBRE CADA MARQUE UNA POR UNA en la tabla:

1. PERCEPCIÓN = QUE ES LO QUE SE LE OCURRE COMO PRIMERO SI LE PREGUNTO SOBRE CADA MARCA EN LA TABLA ?

Marketing mix específicamente cada marca – como la definiría? Por que?

1. **el producto** (excelente-bueno-regular-malo)
2. **promoción** (excelente-bueno-regular-malo) Por que?
3. **precio** (muy alto-alto-medio-bajo)
4. **canales de distribución** (excelente-bueno-regular-malo) Por que?

Brand Name	Commentaries
Citroen	PRODUCTO: PRECIO: PROMOCION: CANALES DE DISTRIBUCION:
Ford	PRODUCTO: Bueno PRECIO: Medio PROMOCION: Bueno CANALES DE DISTRIBUCION: Bueno
Honda	PRODUCTO: Bueno PRECIO: Alto PROMOCION: Buena CANALES DE DISTRIBUCION: Bueno
Hyun-dai	PRODUCTO: Bueno PRECIO: Excelente PROMOCION: Buena CANALES DE DISTRIBUCION: Excelente
Kia	PRODUCTO: Bueno PRECIO: Bueno PROMOCION: Malo CANALES DE DISTRIBUCION: Malo
Nissan	PRODUCTO: Bueno PRECIO: Alto PROMOCION Regular: CANALES DE DISTRIBUCION: Regular
Peu-geot	PRODUCTO: Bueno PRECIO: Alto PROMOCION Malo: CANALES DE DISTRIBUCION: Malo
SEAT Responde No se nada.	PRODUCTO: PRECIO: PROMOCION: CANALES DE DISTRIBUCION:
Skoda	PRODUCTO: Bueno PRECIO: Bueno PROMOCION: Malo CANALES DE DISTRIBUCION: Malo
Volks-wagen	PRODUCTO: Bueno PRECIO: Alto PROMOCION: Malo CANALES DE DISTRIBUCION: Malo

2. PERCEPTION PROCESS,

OBJETIVO 2: Identificar los pasos del proceso de percepción del consumidor de carros familiares importados en Barranquilla.

1. Busca información activamente antes de la compra? - Es para usted mas importante la opinión de las personas que conoce o necesita buscar información usted mismo primero?

→Es importante la Asesoría de los amigos que tienen carro.

2. Mencione los pasos que dio para la decisión de adquirir su carro familiar importado?

→Consulta a amigos, el mercado y la Asesoría de profesionales.

3. Con quien habla para buscar referencias? Busca algún asesor? Fue asesorado por alguien en el caso de compra de su carro familiar importado?

→Consulta en distintos concesionarios.

4. Lee revistas especializadas o mira programas especializados?

→No.

5. Que referencia consideraría importante para crear su percepción sobre el carro familiar importado?

→La opinión de los clientes

6. Que factor le influiría mas para crear su percepción sobre el carro familiar importado?

→ Calidad, precio, repuestos económicos y accesibles.

7. Tenia experiencia anterior en compra del carro familiar importado?

→No

8. A quien le recomendaría comprar un vehículo de su misma referencia?

→ Amigos mas allegados.

9. Es usted un risk taker (prueba nuevos productos) o risk avoider (compra solamente lo ya probado)

→Risk avoider..

3. FACTORES (INTERNOS, EXTERNOS) QUE INFLUYEN SU PERCEPCIÓN

OBJETIVO 3: Definir factores internos y externos cuales influyen la percepción del consumidor del carro familiar importado en Barranquilla.

- que miras como primero para comprar un carro? Imagen, color, calidad, servicio, garantía, marca, país de origen...lo que oíste? Tu experiencia personal? Etc....

FACTOR EXTERNO (servicio, influencia de fuera – otras personas, periódicos, noticias, publicidad, parqueadero, el producto técnicamente, su empleo, etc.)

- 1. Mencione los tres factores principales positivos que percibe al tener su propio carro familiar importado?**
→ Reconocimiento, Calidad y Repuestos económicos y accesibles.
- 2. Menciona los tres factores principales negativos que percibe al tener su propio carro familiar importado?**
→ Repuestos de difícil acceso y caros, mala propaganda
- 3. Cuales son las opciones que el mercado ofrece para que una persona pueda tener un vehículo?**
→ Crédito.
- 4. Cuantos vehículos se pueden parquear tranquilamente donde actualmente reside?**
→ Uno (1)
- 5. Son los altos impuestos razón por cual no compraría carro familiar importado?**
→ No tengo información.

FACTOR INTERNO (tu gusto, tus propios sentimientos, opiniones, tus razones sin preguntar o buscar información adicional)

- 1. Mencione los tres factores principales positivos que percibe al tener su propio carro familiar importado?**
→ Seguridad, comodidad, se mejora mi imagen.
- 2. Mencione los tres factores principales negativos que percibe al tener su propio carro importado?**
→ Inseguridad, Incomodidad.
- 3. Le gusta conducirlo o prefiere tener conductor? O conduce esposo/a?**
→ Si, me gusta conducir.
- 4. Cual tipo de transporte prefiere utilizar? Privado o publico? Porque?**
→ Privado, por seguridad y privacidad.
- 5. Bajo que condición consideraría usar transporte publico?**
→ Seguridad y rapidez.

6. **Que medida en la ciudad lo llevaría a tomar la decisión de no querer tener un auto propio?**
→Demasiado trafico, trancotes..
7. **Busca carros usados o solamente nuevos? Por que?**
→Usados recientes por economía. Vale menos una vez sale el vehículo nuevo del concesionario.
8. **Cuanto tiempo estaría dispuesto esperar para recibir su carro nuevo?**
→El Necesario.
9. **Se considera impulsivo en crear su propia percepción sobre algún a marca de carro importado? Por que?**
→ No..
10. **Se prepara una jerarquía de atributos que su carro debe tener? Por que?**
→ Confortable, amplio, económico en repuestos y combustibles que tenga buen mercado de re-venta.
→ Porque deseo sentirme bien y al momento que quiera cambiar lo pueda vender fácilmente.

INTERVIEW No. 8

Información general:

Nombre, edad, sexo, estado civil:	Henry, 40, Casado
Profesión:	Ingeniero Electricista
Vive en casa o apartamento? Propio o Arrendada?	Apto, Propio
Salario (menos o mas de 2.000.000 pesos al mes):	Mas de 2'000,000.oo
Tiene carro actualmente? Cual marca y ano? Nuevo o Usado? Nacional o Importado?:	Si, Toyota 2005, Compro Nuevo, Importado

MIRANDO LA TABLA DE CARROS – MEDIUM SIZE FAMILY CARS SOBRE CADA DE ESAS MARCA:

OBJETIVO 1. Identificar la percepción del consumidor sobre el marketing mix de carros familiares importados en el mercado de Barranquilla.

CUAL MARCA de la tabla SE LE OCURRE COMO LA PRIMERA Y PORQUE?

MARKETING MIX EN GENERAL: Product, price, promotion, distribution

1. CUAL MARCA – se le ocurre como el mejor y el peor producto? Porque?
2. CUAL MARCA se le ocurre como el mejor y el peor precio
3. CUAL MARCA se le ocurre como primera con la mejor y la peor promoción
4. CUAL MARCA se le ocurre si pregunto por la mejor distribución

Brand Name	Commentaries
Citroen	Peor Promoción, Peor distribución
Ford	Mejor Producto, Mejor Promoción y Mejor Distribución
Honda	Peor precio
Hyundai	
Kia	Peor Producto
Nissan	Mejor Precio
Peugeot	
SEAT	
Skoda	
Volkswagen	

1. PERCEPCIÓN = QUE ES LO QUE SE LE OCURRE COMO PRIMERO SI LE PREGUNTO SOBRE CADA MARCA EN LA TABLA ?

Marketing mix específicamente cada marca – como la definiría? Por que?

1. **el producto** (excelente-bueno-regular-malo)
2. **promoción** (excelente-bueno-regular-malo) Por que?
3. **precio** (muy alto-alto-medio-bajo)
4. **canales de distribución** (excelente-bueno-regular-malo) Por que?

Brand Name	Commentaries
Citroen	PRODUCTO: Bueno PRECIO: Alto PROMOCION: mala CANALES DE DISTRIBUCION: Malo
Ford	PRODUCTO: Bueno PRECIO: Alto PROMOCION: Buena CANALES DE DISTRIBUCION: Bueno
Honda	PRODUCTO: Excelente PRECIO: Muy Alto PROMOCION: Buena CANALES DE DISTRIBUCION: Bueno
Hyun-dai	PRODUCTO: Regular PRECIO: Medio PROMOCION: Regular CANALES DE DISTRIBUCION: Bueno

Brand Name	Commentaries
Kia	PRODUCTO: Regular PRECIO: Medio PROMOCION: Regular CANALES DE DISTRIBUCION: Regular
Nissan	PRODUCTO: Excelente. PRECIO: Alto PROMOCION Buenas CANALES DE DISTRIBUCION: La Distribución es Excelente para el consumidor así como la presencia de un gran numero de concesionarios de todas las marcas importadas
Peu-geot	PRODUCTO: Excelente PRECIO: Muy Alto PROMOCION Regular: CANALES DE DISTRIBUCION: Regular
SEAT Responde No sabe	PRODUCTO: PRECIO: PROMOCION: CANALES DE DISTRIBUCION:
Skoda	PRODUCTO: Bueno PRECIO: Medio PROMOCION: Malo CANALES DE DISTRIBUCION: No sabe
Volks- wagen	PRODUCTO: Excelente PRECIO: Alto PROMOCION: Buena CANALES DE DISTRIBUCION: Reguklar

2. PERCEPTION PROCESS,

OBJETIVO 2: Identificar los pasos del proceso de percepción del consumidor de carros familiares importados en Barranquilla.

1. Busca información activamente antes de la compra? - Es para usted mas importante la opinión de las personas que conoce o necesita buscar información usted mismo primero?

→La opinión de mis amigos es muy importante..

2. Mencione los pasos que dio para la decisión de adquirir su carro familiar importado?

→Primero los amigos, luego la hija y su esposa..

3. Con quien habla para buscar referencias? Busca algún asesor? Fue asesorado por alguien en el caso de compra de su carro familiar importado?

→Amigos que saben de carros.

4. Lee revistas especializadas o mira programas especializados?

→No.

5. Que referencia consideraría importante para crear su percepción sobre el carro familiar importado?

→Amplios espacios interiores, suave en el ruido del motor y desplazamiento.

6. Que factor le influiría mas para crear su percepción sobre el carro familiar importado?

→ Espacio interior

7. Tenia experiencia anterior en compra del carro familiar importado?

→Si una vez.

8. A quien le recomendaría comprar un vehículo de su misma referencia?

→ Amigos.

9. Es usted un risk taker (prueba nuevos productos) o risk avoider (compra solamente lo ya probado)

→Risk avoider, cuando es muy alta la inversión...

3. FACTORES (INTERNOS, EXTERNOS) QUE INFLUYEN SU PERCEPCIÓN

OBJETIVO 3: Definir factores internos y externos cuales influyen la percepción del consumidor del carro familiar importado en Barranquilla.

- que miras como primero para comprar un carro? Imagen, color, calidad, servicio, garantía, marca, país de origen...lo que oíste? Tu experiencia personal? Etc....

FACTOR EXTERNO (servicio, influencia de fuera – otras personas, periódicos, noticias, publicidad, parqueadero, el producto técnicamente, su empleo, etc.)

1. Mencione los tres factores principales positivos que percibe al tener su propio carro familiar importado?

→Aire Acondicionado, tablero de control línea o forma externa..

2. Menciona los tres factores principales negativos que percibe al tener su propio carro familiar importado?

→Valor de repuestos, difícil reventa.

3. Cuales son las opciones que el mercado ofrece para que una persona pueda tener un vehículo?

→Todas en cuanto a modelo y financiamiento.

4. **Cuantos vehículos se pueden parquear tranquilamente donde actualmente reside?**
→ Dos (2)
5. **Son los altos impuestos razón por cual no compraría carro familiar importado?**
→ Incide los altos impuestos.

FACTOR INTERNO (tu gusto, tus propios sentimientos, opiniones, tus razones sin preguntar o buscar información adicional)

1. **Mencione los tres factores principales positivos que percibe al tener su propio carro familiar importado?**
→ Confort, suavidad seguridad
2. **Mencione los tres factores principales negativos que percibe al tener su propio carro importado?**
→ Alta desvalorización, repuestos caros,
3. **Le gusta conducirlo o prefiere tener conductor? O conduce esposa/a?**
→ Si, disfruto y me gusta conducir mi propio auto.
4. **Cual tipo de transporte prefiere utilizar? Privado o publico? Porque?**
→ Privado. Me da seguridad..
5. **Bajo que condición consideraría usar transporte publico?**
→ Cuando mi vehículo esta en mantenimiento.
6. **Que medida en la ciudad lo llevaría a tomar la decisión de no querer tener un auto propio?**
→ Medida como la de pico y placa.
7. **Busca carros usados o solamente nuevos? Por que?**
→ Nuevos.
8. **Cuanto tiempo estaría dispuesto esperar para recibir su carro nuevo?**
→ No esperaría..
9. **Se considera impulsivo en crear su propia percepción sobre algún a marca de carro importado? Por que?**
→ Si..
10. **Se prepara una jerarquía de atributos que su carro debe tener? Por que?**
→ Si, como lo mencione los atributos que valoro son confort y suavidad.

INTERVIEW No. 9

Información general:

Nombre, edad, sexo, estado civil:	PEDRO, 53 AÑOS, MASCULINO, CASADO
Profesión:	INGENIERO ELECTRICISTA
Vive en casa o apartamento? Propio o Arrendada?	APARTAMENTO PROPIO
Salario (solamente indica si menos o mas de 2.000.000 pesos al mes):	MAS DE 2 MILLONES
Tiene carro actualmente? Cual marca y año? Nuevo o Usado? Nacional o Importado?:	SI RENAULT MEGANE 2003 NUEVO CUANDO LO COMPRE NACIONAL

OBJETIVO 1. Identificar la percepción del consumidor sobre el marketing mix de carros familiares importados en el mercado de Barranquilla.

MIRANDO LA TABLA DE CARROS – MEDIUM SIZE FAMILY CARS SOBRE CADA DE ESAS MARCA: CUAL MARCA de la tabla SE LE OCURRE COMO LA PRIMERA Y PORQUE?

Hyundai, porque tiene un precio asequible para un carro bonito que ha resultado de buena calidad , con respaldo de servicio y buena reventa.

MARKETING MIX EN GENERAL: Product, price, promotion, distribution

1. CUAL MARCA – se le ocurre como el mejor y el peor producto? Porque? Mejor Peugeot por su prestigio de marca; peor Kia, lo percibo como de dudosa calidad
2. CUAL MARCA se le ocurre como el mejor y el peor precio. Mejor precio Hyundai mejor relación costo beneficio. Peor: SEAT, creo que es muy difícil salir de él después.
3. CUAL MARCA se le ocurre como primera con la mejor y la peor promoción. Citroen mejor; SEAT peor o nula
4. CUAL MARCA se le ocurre si pregunto por la mejor distribución. Ford.

Brand Name	Comentarios
Citroen	Mejor Marca.
Ford	Mejor Distribución
Honda	
Hyundai	Mejor Precio (mejor relación costo beneficio) ,

Brand Name	Comentarios
Kia	Lo percibo como de dudosa calidad
Nissan	
Peugeot	Mejor Producto
SEAT	Peor o nula promoción, Peor marca cree muy difícil salir de el después de adquirirlo.
Skoda	
Volkswagen	

1. PERCEPCIÓN = QUE ES LO QUE SE LE OCURRE COMO PRIMERO SI LE PREGUNTO SOBRE CADA MARCA EN LA TABLA ?

Marketing mix específicamente cada marca – como la definiría? Por que?

1. **el producto** (excelente-bueno-regular-malo)
2. **promoción** (excelente-bueno-regular-malo) Por que?
3. **precio** (muy alto-alto-medio-bajo)
4. **canales de distribución** (excelente-bueno-regular-malo) Por que?

Brand Name	Comentarios
Citroen	PRODUCTO: excelente PRECIO: alto PROMOCION: excelente CANALES DE DISTRIBUCION: malo , no es conocido
Ford	PRODUCTO: regular, parece viejo PRECIO: medio PROMOCION: regular CANALES DE DISTRIBUCION: bueno, se ve sólido
Honda	PRODUCTO: excelente, por su prestigio de calidad PRECIO: alto PROMOCION: bueno CANALES DE DISTRIBUCION: bueno
Hyun-dai	PRODUCTO: Bueno PRECIO: Bueno. PROMOCION: bueno CANALES DE DISTRIBUCION: bueno , es reconocido
Kia	PRODUCTO: regular PRECIO: medio PROMOCION: regular CANALES DE DISTRIBUCION: regular, no muy conocido

Brand Name	Comentarios
Nissan	PRODUCTO: bueno PRECIO: alto PROMOCION: bueno CANALES DE DISTRIBUCION: bueno, es conocido
Peu-geot	PRODUCTO: excelente PRECIO: alto PROMOCION: regular, no se conoce mucho CANALES DE DISTRIBUCION: malo, no lo he visto
SEAT	PRODUCTO: regular PRECIO: alto PROMOCION: malo, desconocido CANALES DE DISTRIBUCION: malo, desconocido
Skoda	PRODUCTO: regular PRECIO: medio PROMOCION: malo, CANALES DE DISTRIBUCION: malo, desconocido
Volks- wagen	PRODUCTO: bueno PRECIO: alto PROMOCION: regular CANALES DE DISTRIBUCION: regular

2. PERCEPTION PROCESS,

OBJETIVO 2: Identificar los pasos del proceso de percepción del consumidor de carros familiares importados en Barranquilla.

1. Busca información activamente antes de la compra? - Es para usted mas importante la opinión de las personas que conoce o necesita buscar información usted mismo primero?

→ Si busco información activamente; Busco información yo mismo primero y luego consulto a personas relevantes.

2. Mencione los pasos que dio para la decisión de adquirir su carro familiar importado?

→ averiguar precios y comparar especificaciones

Averiguar referencias de calidad y servicio

Averiguar condiciones de reventa

3. Con quien habla para buscar referencias? Busca algún asesor? Fue asesorado por alguien en el caso de compra de su carro familiar importado?

→ hablo con personas vinculadas al sector automotriz y con propietarios actuales de la marca

No fui asesorado pero si consulté opiniones de terceros

4. Lee revistas especializadas o mira programas especializados?

→ Leo la revista motor en el momento de la búsqueda de información previa a la compra

5. Que referencia consideraría importante para crear su percepción sobre el carro familiar importado?

→ Referencia de calidad del carro y garantía de repuestos/servicio

6. Que factor le influiría mas para crear su percepción sobre el carro familiar importado?

→ que su costo no sea muy alto y que sea un carro bueno

7. Tenia experiencia anterior en compra del carro familiar importado?

→ No.

8. A quien le recomendaría comprar un vehículo de su misma referencia?

→ a quien me pregunte

9. Es usted un risk taker (prueba nuevos productos) o risk avoider (compra solamente lo ya probado)

→ Risk avoider

3. FACTORES (INTERNOS, EXTERNOS) QUE INFLUYEN SU PERCEPCIÓN

OBJETIVO 3: Definir factores internos y externos cuales influyen la percepción del consumidor del carro familiar importado en Barranquilla.

- Que miras como primero para comprar un carro? Imagen, color, calidad, servicio, garantía, marca, país de origen...lo que oíste? Tu experiencia personal? Etc....
-
- Miro que sea una marca reconocida , miro su precio y su garantía

FACTOR EXTERNO (servicio, influencia de fuera – otras personas, periódicos, noticias, publicidad, parqueadero, el producto técnicamente, su empleo, etc.)

1. Mencione los tres factores principales positivos que percibe al tener su propio carro familiar importado?

→ Buena Imagen, Reconocimiento mundial

2. Menciona los tres factores principales negativos que percibe al tener su propio carro familiar importado?

→ Que no sea comercial, Que no se consigan los repuestos, ue no sepan repararlo en los talleres

3. Cuales son las opciones que el mercado ofrece para que una persona pueda tener un vehículo?

→ Prestamos, leasing.

4. Cuantos vehículos se pueden parquear tranquilamente donde actualmente reside?

→ 5

5. Son los altos impuestos razón por cual no compraría carro familiar importado?

→ son altos para la gama alta.

FACTOR INTERNO (tu gusto, tus propios sentimientos, opiniones, tus razones sin preguntar o buscar información adicional)

1. Mencione los tres factores principales positivos que percibe al tener su propio carro familiar importado?

→ *Que me de tranquilidad que no me dejará varado, que lo pueda vender sin mayor dificultad, que tenga respaldo local.*

2. Mencione los tres factores principales negativos que percibe al tener su propio carro importado?

a. *Que sea demasiado costoso, que le esté quitando oportunidades a la industria nacional, que los repuestos sean costosos*

3. Le gusta conducirlo o prefiere tener conductor? O conduce esposo/a?

→ Conducirlo.

4. Cual tipo de transporte prefiere utilizar? Privado o publico? Porque?

→ Privado; no dependo de otros para mi desplazamiento

5. Bajo que condición consideraría usar transporte publico?

→ Que fuera cómodo, seguro y rápido

6. Que medida en la ciudad lo llevaría a tomar la decisión de no querer tener un auto propio?

→ Ninguna

7. Busca carros usados o solamente nuevos? Por que?

→ Nuevos; para evitar problemas normales que tienen los usados (averías, varadas, etc)

8. Cuanto tiempo estaría dispuesto esperar para recibir su carro nuevo?

→ Un mes

9. Se considera impulsivo en crear su propia percepción sobre algún a marca de carro importado? Por que?

→ No me considero impulsivo

10. Se prepara una jerarquía de atributos que su carro debe tener? Por que?

→ Sí preparo una jerarquía; para justificarme la decisión a tomar sobre cual escoger

INTERVIEW No. 10

Información general :

Nombre, edad, sexo, estado civil:	Ivan, 39, Masculino, Casado
Profesión:	Ingeniero Civil
Vive en casa o apartamento? Propio o Arrendada?	Apartamento, arrendado
Salario (solamente indica si menos o mas de 2.000.000 pesos al mes):	Mas de \$2MM
Tiene carro actualmente? Cual marca y ano? Nuevo o Usado? Nacional o Importado?:	Si, Renault 19, usado, nacional

OBJETIVO 1. Identificar la percepción del consumidor sobre el marketing mix de carros familiares importados en el mercado de Barranquilla.

MIRANDO LA TABLA DE CARROS – MEDIUM SIZE FAMILY CARS SOBRE CADA DE ESAS MARCA: CUAL MARCA de la tabla SE LE OCURRE COMO LA PRIMERA Y PORQUE?

MARKETING MIX EN GENERAL: Product, price, promotion, distribution

1. CUAL MARCA – se le ocurre como el mejor y el peor producto? Porque?
2. CUAL MARCA se le ocurre como el mejor y el peor precio
3. CUAL MARCA se le ocurre como primera con la mejor y la peor promoción
4. CUAL MARCA se le ocurre si pregunto por la mejor distribución

Brand Name	Comentarios
Citroen	
Ford	
Honda	La mejor marca, la calidad del equipamiento de los carros es muy buena.. Frecuentemente en la prensa nacional hacen promociones pero entiendo que ellos tienen problemas con los despachos y disponibilidad de los carros.
Hyundai	Tiene el mejor precio y ofrecen varias referencias-
Kia	He escuchado que esta marca tiene un mal servicio al cliente y no se identifica con una buena compañía. A nivel de publicidad hacen unas inversiones muy altas de dinero y están patrocinando grandes eventos deportivos en el mundo como el abierto de tenis de Australia y serán copatrocinadores en el Mundial de Alemania 2006.
Nissan	Es una tradición en evolución en Barranquilla. Ha evolucionado muchísimo, tiene respaldo de muchos años y tiene un concesionario de muchos años. Esta marca ofrece la mejor promoción en vehículos importados
Peugeot	
SEAT	Ofrece la peor promoción, ya que no existe en la ciudad estabilidad en los concesionarios. Cambian con gran regularidad.
Skoda	La no representación en Barranquilla ha sido una muy mala imagen para la marca. La gente siente inseguridad ya que los repuestos son de difícil consecución
Volkswagen	Siendo honesto se que tienen un concesionario pero no ubico en este momento donde está ubicado.

1. PERCEPCIÓN = QUE ES LO QUE SE LE OCURRE COMO PRIMERO SI LE PREGUNTO SOBRE CADA MARCA EN LA TABLA ?

Marketing mix específicamente cada marca – como la definiría? Por que?

1. **el producto** (excelente-bueno-regular-malo)
2. **promoción** (excelente-bueno-regular-malo) Por que?
3. **precio** (muy alto-alto-medio-bajo)
4. **canales de distribución** (excelente-bueno-regular-malo) Por que?

Brand Name	Comentarios
Citroen	<p>PRODUCTO: Bueno PRECIO: Alto PROMOCION: En Barranquilla muy poco, esta mas promocionado en Bogota. CANALES DE DISTRIBUCION: En Barranquilla no ubico en mi mente un sitio que los represente.</p>
Ford	<p>PRODUCTO: Bueno PRECIO: Alto PROMOCION: Bueno. Hay muchas alternativas de compra ya que compite mucho con autos nacionales. CANALES DE DISTRIBUCION: Excelente. Tiene concesionarios de tradición y experiencia.</p>
Honda	<p>PRODUCTO: Excelente PRECIO: Muy Alto PROMOCION: Regular. Es muy promocionado en prensa de circulación nacional- CANALES DE DISTRIBUCION: Bueno. Entiendo presenta los inconvenientes en las entregas con la disponibilidad. Excelente.</p>
Hyun-dai	<p>PRODUCTO: Bueno PRECIO: Medio PROMOCION: Excelente. Su estrategia promocional la relacionan mucho al precio del producto. Ofrecen descuentos en la compra. CANALES DE DISTRIBUCION: Sus talleres de servicio se mantienen vigentes y ofrecen buen servicio.</p>
Kia	<p>PRODUCTO: Regular PRECIO: Medio PROMOCION: Regular. Esta marca esta muy dirigida a patrocinar grandes eventos deportivos de hace un año para acá me llama la atención la inversión publicitara en grandes eventos deportivos. CANALES DE DISTRIBUCION: Regular. He escuchado que el servicio post-venta no es muy bueno. Bajo compromiso del personal del consecionario.</p>
Nissan	<p>PRODUCTO: Excelente PRECIO: Alto PROMOCION: Buena. Se vende en el país como si fuera un carro nacional. CANALES DE DISTRIBUCION: Excelente. Es tal vez el importado que más puntos de venta y disponibilidad ofrece.</p>
Peu-geot	<p>PRODUCTO: Bueno PRECIO: Alto PROMOCION: Regular. No se conoce promoción en la ciudad. CANALES DE DISTRIBUCION: No ubico en la ciudad un punto de venta que les represente..</p>

Brand Name	Comentarios
SEAT	<p>PRODUCTO: Bueno PRECIO: Medio PROMOCION: Regular. No se conoce promoción en la ciudad. CANALES DE DISTRIBUCION: No ubico en la ciudad un punto de venta que les represente.</p>
Skoda	<p>PRODUCTO: Buenor PRECIO: Medio PROMOCION: Regular. Con el cierre del concesionario la marca perdio credibilidad. Hay que trabajar muy fuertemente en devolver la confianza a los consumidores. CANALES DE DISTRIBUCION: Regular. En Barranquilla no hay representación..</p>
Volks- wagen	<p>PRODUCTO: Bueno PRECIO: Alto PROMOCION: Buena. Han expandido sus opciones con varia referencias CANALES DE DISTRIBUCION: Regular. Muy a pesar de llevar muchos años en la ciudad donde se hizo celebre el cucaracho o el escarabajo no presenta una imagen propia que lo ubique con facilidad y recordación.</p>

2. PERCEPTION PROCESS.

OBJETIVO 2: Identificar los pasos del proceso de percepción del consumidor de carros familiares importados en Barranquilla.

1. Busca información activamente antes de la compra? - Es para usted mas importante la opinión de las personas que conoce o necesita buscar información usted mismo primero?

→ Si. Normalmente me gustan las marcas tradicionales y que sepa que tienen una buena reventa. Me apoyo en un amigo que tiene un taller para la evaluación de la opción de compra.

2. Mencione los pasos que dio para la decisión de adquirir su carro familiar importado?

→ Revisar que tengan algún tiempo de estar en el mercado de Barranquilla, que existan repuestos de fácil consecución, que este de acuerdo con mis posibilidades económicas.

3. Con quien habla para buscar referencias? Busca algún asesor? Fue asesorado por alguien en el caso de compra de su carro familiar importado?

→ N.A: contestada en la anterior.

4. Lee revistas especializadas o mira programas especializados?

→ De vez en cuando reviso la revista motor del tiempo.

5. Que referencia consideraría importante para crear su percepción sobre el carro familiar importado?

→ Consumidores satisfechos que reflejen que se sienten feliz con su carro en cuanto a economía, resistente, accesorios de buena calidad, seguros y ver la vejez del carro es primordial.

6. Que factor le influiría mas para crear su percepción sobre el carro familiar importado?

→ **Comodidad y seguridad. Repuestos duraderos y fáciles de conseguir.**

7. Tenia experiencia anterior en compra del carro familiar importado?

→ No.

8. A quien le recomendaría comprar un vehículo de su misma referencia?

→ A los compañeros de trabajo.

9. Es usted un risk taker (prueba nuevos productos) o risk avoider (compra solamente lo ya probado)

→ Risk avoider.

3. FACTORES (INTERNOS, EXTERNOS) QUE INFLUYEN SU PERCEPCIÓN

OBJETIVO 3: Definir factores internos y externos cuales influyen la percepción del consumidor del carro familiar importado en Barranquilla.

- que miras como primero para comprar un carro? Imagen, color, calidad, servicio, garantía, marca, país de origen...lo que oíste? Tu experiencia personal? Etc....

Disponibilidad de repuestos su garantía y servicio de taller. Que sea fácil de vender que tenga buen mercado de reventa. Que sea cómodo que tenga buen AA y un motor duradero y con buena potencia.

FACTOR EXTERNO (servicio, influencia de fuera – otras personas, periódicos, noticias, publicidad, parqueadero, el producto técnicamente, su empleo, etc.)

1. Mencione los tres factores principales positivos que percibe al tener su propio carro familiar importado?

- Comodidad
- Seguridad
- Economía.

2. **Menciona los tres factores principales negativos que percibe al tener su propio carro familiar importado?**
Altos Impuestos y Valor del combustible.
Que el concesionario cierre y me quede sin representación.
Reventa muy por debajo del vehículo de fabricación nacional

3. **Cuales son las opciones que el mercado ofrece para que una persona pueda tener un vehículo?**
 → Variedad de modelos y precios.
 Credito.
 Leasing
 Renting.
 Contado.

4. **Cuantos vehículos se pueden parquear tranquilamente donde actualmente reside?**
 → Dos.

5. **Son los altos impuestos razón por cual no compraría carro familiar importado?**
 → Si. Es un exagerado el valor de impuestos que hay que pagar.

FACTOR INTERNO (tu gusto, tus propios sentimientos, opiniones, tus razones sin preguntar o buscar información adicional)

1. **Mencione los tres factores principales positivos que percibe al tener su propio carro familiar importado?**
 → Oportunidad
 Comodidad
 Seguridad

2. **Mencione los tres factores principales negativos que percibe al tener su propio carro importado?**
 → Altos Impuestos y valor del galón de combustible.
 El mal estado de las vías.
 Inseguridad

3. **Le gusta conducirlo o prefiere tener conductor? O conduce esposo/a?**
 → Preferiría tener un conductor.

4. **Cual tipo de transporte prefiere utilizar? Privado o publico? Porque?**
 → Privado. No dependes del tiempo de nadie únicamente del tuyo. En una ciudad como Barranquilla si tienes transporte propio tu eres quien decides llegar tarde, temprano o a tiempo.

5. **Bajo que condición consideraría usar transporte público?**
→ Saber que no conseguire parqueo.
6. **Que medida en la ciudad lo llevaría a tomar la decisión de no querer tener un auto propio?**
→ Subida exagerada del combustible o medidas de pico y placa donde me incomode mis desplazamientos a la hora que en realidad los necesite.
7. **Busca carros usados o solamente nuevos? Por que?**
→ Usados, no encuentro justificación a los altos costos de uno nuevo y la desvalorizada que recibe un vehículo una vez pisa la puerta de salida del concesionario.
8. **Cuanto tiempo estaría dispuesto esperar para recibir su carro nuevo?**
→ una semana.
9. **Se considera impulsivo en crear su propia percepción sobre algún a marca de carro importado? Por que? No. Análisis al tomar la decisión.**
→
10. **Se prepara una jerarquía de atributos que su carro debe tener? Por que?**
→ Si. Porque en este país un carro es símbolo de status, además algunos atributos son necesarios.

INTERVIEW No. 11

Información general:

Nombre, edad, sexo, estado civil:	Antonio, 45, Casado
Profesión:	Economista
Vive en casa o apartamento? Propio o Arrendada?	Casa, Propia
Salario (menos o mas de 2.000.000 pesos al mes):	Mas de 2'000,000.00
Tiene carro actualmente? Cual marca y año? Nuevo o Usado? Nacional o Importado?:	Si, Nissan 2004, Compro Nuevo, Importado

MIRANDO LA TABLA DE CARROS – MEDIUM SIZE FAMILY CARS SOBRE CADA DE ESAS MARCA:

OBJETIVO 1. Identificar la percepción del consumidor sobre el marketing mix de carros familiares importados en el mercado de Barranquilla.

CUAL MARCA de la tabla SE LE OCURRE COMO LA PRIMERA Y PORQUE?

MARKETING MIX EN GENERAL: Product, price, promotion, distribution

1. CUAL MARCA – se le ocurre como el mejor y el peor producto? Porque?
2. CUAL MARCA se le ocurre como el mejor y el peor precio
3. CUAL MARCA se le ocurre como primera con la mejor y la peor promoción
4. CUAL MARCA se le ocurre si pregunto por la mejor distribución

Brand Name	Commentaries
Citroen	Peor Promoción
Ford	
Honda	
Hyundai	Peor Producto. Es una mala marca de acuerdo con muchos amigos.
Kia	Peor Precio
Nissan	Mejor Producto
Peugeot	Mejor Promoción
SEAT	
Skoda	Mejor Precio
Volkswagen	

SOBRE CADA MARQUE UNA POR UNA en la tabla:

1. PERCEPCIÓN = QUE ES LO QUE SE LE OCURRE COMO PRIMERO SI LE PREGUNTO SOBRE CADA MARCA EN LA TABLA ?

Marketing mix específicamente cada marca – como la definiría? Por que?

1. **el producto** (excelente-bueno-regular-malo)
2. **promoción** (excelente-bueno-regular-malo) Por que?
3. **precio** (muy alto-alto-medio-bajo)
4. **canales de distribución** (excelente-bueno-regular-malo) Por que?

Brand Name	Commentaries
Citroen	PRODUCTO: Excelente PRECIO: Bueno PROMOCION: Mala. Falta propaganda CANALES DE DISTRIBUCION: Poco Distribución
Ford	PRODUCTO: Bueno PRECIO: Bueno PROMOCION: Bueno CANALES DE DISTRIBUCION: Excelente, muy conocido
Honda	PRODUCTO: Excelente PRECIO: Bueno PROMOCION: Excelente CANALES DE DISTRIBUCION: Excelente muy conocida.

Brand Name	Commentaries
Hyun-dai	PRODUCTO: Peor PRECIO: Regular PROMOCION: Regular CANALES DE DISTRIBUCION: Bueno
Kia	PRODUCTO: Regular PRECIO: Regular PROMOCION: Regular CANALES DE DISTRIBUCION: Regular
Nissan	PRODUCTO: Excelente PRECIO: Excelente PROMOCION Excelente CANALES DE DISTRIBUCION: Excelente
Peu-geot	PRODUCTO: Excelente PRECIO: Excelente PROMOCION Excelente CANALES DE DISTRIBUCION: Excelente
SEAT	PRODUCTO: Malo PRECIO: Malo PROMOCION: Malo CANALES DE DISTRIBUCION: Malo
Skoda	PRODUCTO: Excelente PRECIO: Excelente PROMOCION: Excelente CANALES DE DISTRIBUCION: Excelente
Volks- wagen	PRODUCTO: Bueno PRECIO: Bueno PROMOCION: Bueno CANALES DE DISTRIBUCION: Bueno

2. PERCEPTION PROCESS.

OBJETIVO 2: Identificar los pasos del proceso de percepción del consumidor de carros familiares importados en Barranquilla.

1. Busca información activamente antes de la compra? - Es para usted mas importante la opinión de las personas que conoce o necesita buscar información usted mismo primero?

→ Información y opiniones de expertos.

2. Mencione los pasos que dio para la decisión de adquirir su carro familiar importado?

→ Primero consulta con el experto en el concesionario.

3. Con quien habla para buscar referencias? Busca algún asesor? Fue asesorado por alguien en el caso de compra de su carro familiar importado?

→ Con el asesor de ventas.

4. Lee revistas especializadas o mira programas especializados?

→ Si, leo revistas especializadas.

5. Que referencia consideraría importante para crear su percepción sobre el carro familiar importado?

Con los asesores.

6. Que factor le influiría mas para crear su percepción sobre el carro familiar importado?

→ Diseño

Comodidad.

7. Tenia experiencia anterior en compra del carro familiar importado?

→ Si.

8. A quien le recomendaría comprar un vehículo de su misma referencia?

→ A mis amigos.

9. Es usted un risk taker (prueba nuevos productos) o risk avoider (compra solamente lo ya probado)

→ Risk Taker..

3. FACTORES (INTERNOS, EXTERNOS) QUE INFLUYEN SU PERCEPCIÓN

OBJETIVO 3: Definir factores internos y externos cuales influyen la percepción del consumidor del carro familiar importado en Barranquilla.

- que miras como primero para comprar un carro? Imagen, color, calidad, servicio, garantía, marca, país de origen...lo que oíste? Tu experiencia personal? Etc....

FACTOR EXTERNO (servicio, influencia de fuera – otras personas, periódicos, noticias, publicidad, parqueadero, el producto técnicamente, su empleo, etc.)

1) Mencione los tres factores principales positivos que percibe al tener su propio carro familiar importado?

→ Marca, Garantía, Reconocimiento Mundial.

- 2) **Menciona los tres factores principales negativos que percibe al tener su propio carro familiar importado?**
→ Que no se consigan los repuestos, que no sea comercial que haya un mal servicio de taller.
- 3) **Cuales son las opciones que el mercado ofrece para que una persona pueda tener un vehículo?**
→ Crédito.
- 4) **Cuantos vehículos se pueden parquear tranquilamente donde actualmente reside?**
→ Dos (2)
- 5) **Son los altos impuestos razón por cual no compraría carro familiar importado?**
→ No de ninguna manera.

FACTOR INTERNO (tu gusto, tus propios sentimientos, opiniones, tus razones sin preguntar o buscar información adicional)

1. **Mencione los tres factores principales positivos que percibe al tener su propio carro familiar importado?**
→ Comodidad, seguridad.
2. **Mencione los tres factores principales negativos que percibe al tener su propio carro importado?**
→ Incomodidad, no disponibilidad de repuestos por daños mecánicos.
3. **Le gusta conducirlo o prefiere tener conductor? O conduce esposo/a?**
→ Si, prefiero conducir.
4. **Cual tipo de transporte prefiere utilizar? Privado o publico? Porque?**
→ Privado, porque me puedo desplazar libremente.
5. **Bajo que condición consideraría usar transporte publico?**
→ Bajo ninguna condición
6. **Que medida en la ciudad lo llevaría a tomar la decisión de no querer tener un auto propio?**
→ Ninguna.
7. **Busca carros usados o solamente nuevos? Por que?**
→ Nuevo para no tener que pensar en cambiar repuestos.

8. **Cuanto tiempo estaría dispuesto esperar para recibir su carro nuevo?**
→Un mes
9. **Se considera impulsivo en crear su propia percepción sobre algún a marca de carro importado? Por que?**
→No.
10. **Se prepara una jerarquía de atributos que su carro debe tener? Por que?**
→No.

INTERVIEW No. 12

Información general:

Nombre, edad, sexo, estado civil:	Antonio, 45, Casado
Profesión:	Economista
Vive en casa o apartamento? Propio o Arrendada?	Casa, Propia
Salario (menos o mas de 2.000.000 pesos al mes):	Mas de 2'000,000.oo
Tiene carro actualmente? Cual marca y ano? Nuevo o Usado? Nacional o Importado?:	Si, Nissan 2004, Compro Nuevo, Importado

MIRANDO LA TABLA DE CARROS – MEDIUM SIZE FAMILY CARS SOBRE CADA DE ESAS MARCA:

OBJETIVO 1. Identificar la percepción del consumidor sobre el marketing mix de carros familiares importados en el mercado de Barranquilla.

CUAL MARCA de la tabla SE LE OCURRE COMO LA PRIMERA Y PORQUE?

MARKETING MIX EN GENERAL: Product, price, promotion, distribution

1. CUAL MARCA – se le ocurre como el mejor y el peor producto? Porque?
2. CUAL MARCA se le ocurre como el mejor y el peor precio
3. CUAL MARCA se le ocurre como primera con la mejor y la peor promoción
4. CUAL MARCA se le ocurre si pregunto por la mejor distribución

Brand Name	Commentaries
Citroen	Peor Promoción
Ford	
Honda	
Hyundai	Peor Producto. Es una mala marca de acuerdo con muchos amigos.
Kia	Peor Precio
Nissan	Mejor Producto
Peugeot	Mejor Promoción
SEAT	
Skoda	Mejor Precio
Volkswagen	

SOBRE CADA MARQUE UNA POR UNA en la tabla:

1. PERCEPCIÓN = QUE ES LO QUE SE LE OCURRE COMO PRIMERO SI LE PREGUNTO SOBRE CADA MARCA EN LA TABLA ?

Marketing mix específicamente cada marca – como la definiría? Por que?

1.el producto (excelente-bueno-regular-malo)

2.promoción (excelente-bueno-regular-malo) Por que?

3.precio (muy alto-alto-medio-bajo)

4.canales de distribución (excelente-bueno-regular-malo) Por que?

Brand Name	Commentaries
Citroen	PRODUCTO: Excelente PRECIO: Bueno PROMOCION: Mala. Falta propaganda CANALES DE DISTRIBUCION: Poco Distribución
Ford	PRODUCTO: Bueno PRECIO: Bueno PROMOCION: Bueno CANALES DE DISTRIBUCION: Excelente, muy conocido
Honda	PRODUCTO: Excelente PRECIO: Bueno PROMOCION: Excelente CANALES DE DISTRIBUCION: Excelente muy conocida.
Hyun-dai	PRODUCTO: Peor PRECIO: Regular PROMOCION: Regular CANALES DE DISTRIBUCION: Bueno
Kia	PRODUCTO: Regular PRECIO: Regular PROMOCION: Regular CANALES DE DISTRIBUCION: Regular
Nissan	PRODUCTO: Excelente PRECIO: Excelente PROMOCION Excelente CANALES DE DISTRIBUCION: Excelente

Brand Name	Commentaries
Peu-geot	PRODUCTO: Excelente PRECIO: Excelente PROMOCION Excelente CANALES DE DISTRIBUCION: Excelente
SEAT	PRODUCTO: Malo PRECIO: Malo PROMOCION: Malo CANALES DE DISTRIBUCION: Malo
Skoda	PRODUCTO: Excelente PRECIO: Excelente PROMOCION: Excelente CANALES DE DISTRIBUCION: Excelente
Volks- wagen	PRODUCTO: Bueno PRECIO: Bueno PROMOCION: Bueno CANALES DE DISTRIBUCION: Bueno

2. PERCEPTION PROCESS.

OBJETIVO 2: Identificar los pasos del proceso de percepción del consumidor de carros familiares importados en Barranquilla.

1. Busca información activamente antes de la compra? - Es para usted mas importante la opinión de las personas que conoce o necesita buscar información usted mismo primero?

→ Información y opiniones de expertos.

2. Mencione los pasos que dio para la decisión de adquirir su carro familiar importado?

→ Primero consulta con el experto en el concesionario.

3. Con quien habla para buscar referencias? Busca algún asesor? Fue asesorado por alguien en el caso de compra de su carro familiar importado?

→ Con el asesor de ventas.

4. Lee revistas especializadas o mira programas especializados?

→ Si, leo revistas especializadas.

5. Que referencia consideraría importante para crear su percepción sobre el carro familiar importado?

Con los asesores.

6. Que factor le influiría mas para crear su percepción sobre el carro familiar importado?

→ Diseño

Comodidad.

7. Tenia experiencia anterior en compra del carro familiar importado?

→Si.

8. A quien le recomendaría comprar un vehículo de su misma referencia?

→ A mis amigos.

9. Es usted un risk taker (prueba nuevos productos) o risk avoider (compra solamente lo ya probado)

→Risk Taker..

3. FACTORES (INTERNOS, EXTERNOS) QUE INFLUYEN SU PERCEPCIÓN

OBJETIVO 3: Definir factores internos y externos cuales influyen la percepción del consumidor del carro familiar importado en Barranquilla.

- que miras como primero para comprar un carro? Imagen, color, calidad, servicio, garantía, marca, país de origen...lo que oíste? Tu experiencia personal? Etc....

FACTOR EXTERNO (servicio, influencia de fuera – otras personas, periódicos, noticias, publicidad, parqueadero, el producto técnicamente, su empleo, etc.)

- **Mencione los tres factores principales positivos que percibe al tener su propio carro familiar importado?**
→ Marca, Garantía, Reconocimiento Mundial.
- 2) **Menciona los tres factores principales negativos que percibe al tener su propio carro familiar importado?**
→ Que no se consigan los repuestos, que no sea comercial que haya un mal servicio de taller.
- 3) **Cuales son las opciones que el mercado ofrece para que una persona pueda tener un vehículo?**
→ Crédito.
- 4) **Cuantos vehículos se pueden parquear tranquilamente donde actualmente reside?**
→Dos (2)

5) Son los altos impuestos razón por cual no compraría carro familiar importado?

→ No de ninguna manera.

FACTOR INTERNO (tu gusto, tus propios sentimientos, opiniones, tus razones sin preguntar o buscar información adicional)

1. Mencione los tres factores principales positivos que percibe al tener su propio carro familiar importado?

→ Comodidad, seguridad.

2. Mencione los tres factores principales negativos que percibe al tener su propio carro importado?

→ Incomodidad, no disponibilidad de repuestos por daños mecánicos.

3. Le gusta conducirlo o prefiere tener conductor? O conduce esposo/a?

→ Si, prefiero conducir.

4. Cual tipo de transporte prefiere utilizar? Privado o publico? Porque?

→ Privado, porque me puedo desplazar libremente.

5. Bajo que condición consideraría usar transporte publico?

→ Bajo ninguna condición

6. Que medida en la ciudad lo llevaría a tomar la decisión de no querer tener un auto propio?

→ Ninguna.

7. Busca carros usados o solamente nuevos? Por que?

→ Nuevos para no tener que pensar en cambiar repuestos.

8. Cuanto tiempo estaría dispuesto esperar para recibir su carro nuevo?

→ Un mes

9. Se considera impulsivo en crear su propia percepción sobre algún a marca de carro importado? Por que?

→ No.

10. Se prepara una jerarquía de atributos que su carro debe tener? Por que?

→ No.

INTERVIEW No. 13

Información general:

Nombre, edad, sexo, estado civil:	Rosario, 52, Casado
Profesión:	Bacterióloga
Vive en casa o apartamento? Propio o Arrendada?	Casa, Propia
Salario (menos o mas de 2.000.000 pesos al mes):	Mas de 2'000,000.oo
Tiene carro actualmente? Cual marca y ano? Nuevo o Usado? Nacional o Importado?:	Si, Nissan 1998, Compro Nuevo, Importado

MIRANDO LA TABLA DE CARROS – MEDIUM SIZE FAMILY CARS SOBRE CADA DE ESAS MARCA:

OBJETIVO 1. Identificar la percepción del consumidor sobre el marketing mix de carros familiares importados en el mercado de Barranquilla.

CUAL MARCA de la tabla SE LE OCURRE COMO LA PRIMERA Y PORQUE?

MARKETING MIX EN GENERAL: Product, price, promotion, distribution

- 1.CUAL MARCA – se le ocurre como el mejor y el peor producto? Porque?
- 2.CUAL MARCA se le ocurre como el mejor y el peor precio
- 3.CUAL MARCA se le ocurre como primera con la mejor y la peor promoción
- 4.CUAL MARCA se le ocurre si pregunto por la mejor distribución

Brand Name	Commentaries
Citroen	Peor Precio
Ford	Mejor Promoción, Mejor Distribución
Honda	Peor Promoción
Hyundai	
Kia	Peor Distribución
Nissan	Mejor Producto, Mejor Precio
Peugeot	
SEAT	
Skoda	
Volkswagen	

SOBRE CADA MARQUE UNA POR UNA en la tabla:

1. PERCEPCIÓN = QUE ES LO QUE SE LE OCURRE COMO PRIMERO SI LE PREGUNTO SOBRE CADA MARCA EN LA TABLA ?

Marketing mix específicamente cada marca – como la definiría? Por que?

- 1.**el producto** (excelente-bueno-regular-malo)
- 2.**promoción** (excelente-bueno-regular-malo) Por que?
- 3.**precio** (muy alto-alto-medio-bajo)
- 4.**canales de distribución** (excelente-bueno-regular-malo) Por que?

Brand Name	Commentaries
Citroen	PRODUCTO: Excelente PRECIO: Alto PROMOCION: Mala. CANALES DE DISTRIBUCION: Malo
Ford	PRODUCTO: Bueno PRECIO: Bueno PROMOCION: Bueno CANALES DE DISTRIBUCION: Bueno
Honda	PRODUCTO: Excelente PRECIO: Bueno PROMOCION: Malo CANALES DE DISTRIBUCION: Regular.
Hyun-dai	PRODUCTO: Regular PRECIO: Bueno PROMOCION: Bueno CANALES DE DISTRIBUCION: Bueno
Kia	PRODUCTO: PRECIO: PROMOCION: CANALES DE DISTRIBUCION:
Nissan	PRODUCTO: Excelente PRECIO: Bueno PROMOCION Bueno CANALES DE DISTRIBUCION: Bueno
Peu-geot	PRODUCTO: Excelente PRECIO: Alto PROMOCION Regular CANALES DE DISTRIBUCION: Regular
SEAT	PRODUCTO: PRECIO: PROMOCION: CANALES DE DISTRIBUCION:
Skoda	PRODUCTO: Bueno PRECIO: Bueno PROMOCION: Bueno CANALES DE DISTRIBUCION: Malo
Volks- wagen	PRODUCTO: Bueno PRECIO: Bueno PROMOCION: Regular CANALES DE DISTRIBUCION: Regular

2. PERCEPTION PROCESS.

OBJETIVO 2: Identificar los pasos del proceso de percepción del consumidor de carros familiares importados en Barranquilla.

1. Busca información activamente antes de la compra? - Es para usted mas importante la opinión de las personas que conoce o necesita buscar información usted mismo primero?

→ Si información por mi misma.

2. Mencione los pasos que dio para la decisión de adquirir su carro familiar importado?

→ Prefiero conocer algo sobre la marca.

3. Con quien habla para buscar referencias? Busca algún asesor? Fue asesorado por alguien en el caso de compra de su carro familiar importado?

→ Si busco al asesor del concesionario.

4. Lee revistas especializadas o mira programas especializados?

→ Si.

5. Que referencia consideraría importante para crear su percepción sobre el carro familiar importado?

Con personas que tengan la marca.

6. Que factor le influiría mas para crear su percepción sobre el carro familiar importado?

→ Diseño

Su buen funcionamiento.

7. Tenia experiencia anterior en compra del carro familiar importado?

→ Si.

8. A quien le recomendaría comprar un vehículo de su misma referencia?

→ A todos.

9. Es usted un risk taker (prueba nuevos productos) o risk avoider (compra solamente lo ya probado)

→ Risk Taker..

3. FACTORES (INTERNOS, EXTERNOS) QUE INFLUYEN SU PERCEPCIÓN

OBJETIVO 3: Definir factores internos y externos cuales influyen la percepción del consumidor del carro familiar importado en Barranquilla.

- que miras como primero para comprar un carro? Imagen, color, calidad, servicio, garantía, marca, país de origen...lo que oíste? Tu experiencia personal? Etc....

FACTOR EXTERNO (servicio, influencia de fuera – otras personas, periódicos, noticias, publicidad, parqueadero, el producto técnicamente, su empleo, etc.)

- 1. Mencione los tres factores principales positivos que percibe al tener su propio carro familiar importado?**
→ Buena Imagen, Reconocimiento internacional..
- 2. Menciona los tres factores principales negativos que percibe al tener su propio carro familiar importado?**
→ Que no se consigan los repuestos, que no sea comercial que haya un mal servicio de taller.
- 3. Cuales son las opciones que el mercado ofrece para que una persona pueda tener un vehículo?**
→ Crédito.
- 4. Cuantos vehículos se pueden parquear tranquilamente donde actualmente reside?**
→ Dos (2)
- 5. Son los altos impuestos razón por cual no compraría carro familiar importado?**
→ No.

FACTOR INTERNO (tu gusto, tus propios sentimientos, opiniones, tus razones sin preguntar o buscar información adicional)

- 1. Mencione los tres factores principales positivos que percibe al tener su propio carro familiar importado?**
→ Comodidad, seguridad.
- 2. Mencione los tres factores principales negativos que percibe al tener su propio carro importado?**
→ Alto costo, incomodidad, no tenerlo disponible por problemas mecánicos.
- 3. Le gusta conducirlo o prefiere tener conductor? O conduce esposo/a?**
→ Si, prefiero conducir.
- 4. Cual tipo de transporte prefiere utilizar? Privado o publico? Porque?**
→ Privado, por comodidad
- 5. Bajo que condición consideraría usar transporte publico?**
→ Si no tengo carro.

6. **Que medida en la ciudad lo llevaría a tomar la decisión de no querer tener un auto propio?**
→Ninguna.
7. **Busca carros usados o solamente nuevos? Por que?**
→Depende del costo..
8. **Cuanto tiempo estaría dispuesto esperar para recibir su carro nuevo?**
→Un mes
9. **Se considera impulsivo en crear su propia percepción sobre algún a marca de carro importado? Por que?**
→No.
10. **Se prepara una jerarquía de atributos que su carro debe tener? Por que?**
→No.

INTERVIEW No. 14

Información general:

Nombre, edad, sexo, estado civil:	Jairo, 49, Casado
Profesión:	Ingeniero Electricista
Vive en casa o apartamento? Propio o Arrendada?	Apto, Propia
Salario (menos o mas de 2.000.000 pesos al mes):	Mas de 2´000,000.oo
Tiene carro actualmente? Cual marca y ano? Nuevo o Usado? Nacional o Importado?:	Si, Ford 2004, Compro Nuevo, Importado

MIRANDO LA TABLA DE CARROS – MEDIUM SIZE FAMILY CARS SOBRE CADA DE ESAS MARCA:

[OBJETIVO 1. Identificar la percepción del consumidor sobre el marketing mix de carros familiares importados en el mercado de Barranquilla.](#)

CUAL MARCA de la tabla SE LE OCURRE COMO LA PRIMERA Y PORQUE?

MARKETING MIX EN GENERAL: Product, price, promotion, distribution

1. CUAL MARCA – se le ocurre como el mejor y el peor producto? Porque?
2. CUAL MARCA se le ocurre como el mejor y el peor precio
3. CUAL MARCA se le ocurre como primera con la mejor y la peor promoción
4. CUAL MARCA se le ocurre si pregunto por la mejor distribución

Brand Name	Commentaries
Citroen	
Ford	Mejor Producto, Mejor Precio, Mejor Distribución, Mejor Promoción.
Honda	Peor Precio
Hyundai	
Kia	
Nissan	
Peugeot	
SEAT	Peor Promoción Peor distribución.
Skoda	Peor Producto por mala calidad
Volkswagen	

SOBRE CADA MARQUE UNA POR UNA en la tabla:

1. PERCEPCIÓN = QUE ES LO QUE SE LE OCURRE COMO PRIMERO SI LE PREGUNTO SOBRE CADA MARCA EN LA TABLA ?

Marketing mix específicamente cada marca – como la definiría? Por que?

1. el producto (excelente-bueno-regular-malo)
2. promoción (excelente-bueno-regular-malo) Por que?
3. precio (muy alto-alto-medio-bajo)
4. canales de distribución (excelente-bueno-regular-malo) Por que?

Brand Name	Commentaries
Citroen	PRODUCTO: Bueno PRECIO: Medio PROMOCION: Regular CANALES DE DISTRIBUCION: Regular
Ford	PRODUCTO: Bueno PRECIO: Medio PROMOCION: Excelente CANALES DE DISTRIBUCION: Bueno
Honda	PRODUCTO: Bueno PRECIO: Muy Alto PROMOCION: Bueno CANALES DE DISTRIBUCION: Bueno.
Hyun-dai	PRODUCTO: Regular PRECIO: Alto PROMOCION : Bueno CANALES DE DISTRIBUCION: Bueno

Brand Name	Commentaries
Kia	PRODUCTO: Regular PRECIO: Medio PROMOCION: Bueno CANALES DE DISTRIBUCION: Bueno
Nissan	PRODUCTO: Bueno PRECIO: Muy Alto PROMOCION Bueno CANALES DE DISTRIBUCION: Bueno
Peu-geot	PRODUCTO: Bueno PRECIO: Alto PROMOCION Regular CANALES DE DISTRIBUCION: Regular
SEAT	PRODUCTO: PRECIO: PROMOCION: CANALES DE DISTRIBUCION:
Skoda	PRODUCTO: Malo PRECIO: Alto PROMOCION: Malo CANALES DE DISTRIBUCION: Malo
Volks-wagen	PRODUCTO: Bueno PRECIO: Alto PROMOCION: Regular CANALES DE DISTRIBUCION: Regular

2. PERCEPTION PROCESS.

OBJETIVO 2: Identificar los pasos del proceso de percepción del consumidor de carros familiares importados en Barranquilla.

1. Busca información activamente antes de la compra? - Es para usted mas importante la opinión de las personas que conoce o necesita buscar información usted mismo primero?

→Es mas importante la opinión de personas que conozcan..

2. Mencione los pasos que dio para la decisión de adquirir su carro familiar importado?

→Pregunto a amigos y después busco mas información para tomar la decisión.

3. Con quien habla para buscar referencias? Busca algún asesor? Fue asesorado por alguien en el caso de compra de su carro familiar importado?

→MA asesoraron amigos en Panamá y Miami que poseen el mismo vehículo..

4. Lee revistas especializadas o mira programas especializados?

→ Si.

5. Que referencia consideraría importante para crear su percepción sobre el carro familiar importado?

Revistas y asesores especializados.

6. Que factor le influiría mas para crear su percepción sobre el carro familiar importado?

→ Diseño

Comodidad, tamaño y color.

7. Tenia experiencia anterior en compra del carro familiar importado?

→ No

8. A quien le recomendaría comprar un vehículo de su misma referencia?

→ A quien me pregunte.

9. Es usted un risk taker (prueba nuevos productos) o risk avoider (compra solamente lo ya probado)

→ Risk Avoider.

3. FACTORES (INTERNOS, EXTERNOS) QUE INFLUYEN SU PERCEPCIÓN

OBJETIVO 3: Definir factores internos y externos cuales influyen la percepción del consumidor del carro familiar importado en Barranquilla.

- que miras como primero para comprar un carro? Imagen, color, calidad, servicio, garantía, marca, país de origen...lo que oíste? Tu experiencia personal? Etc....

FACTOR EXTERNO (servicio, influencia de fuera – otras personas, periódicos, noticias, publicidad, parqueadero, el producto técnicamente, su empleo, etc.)

1. Mencione los tres factores principales positivos que percibe al tener su propio carro familiar importado?

→ Buena Imagen, calidad técnica, servicio post venta.

2. Menciona los tres factores principales negativos que percibe al tener su propio carro familiar importado?

→→ Impuestos altos, Que no se consigan los repuestos, que no tenga buena reventa, sin técnicos especializados para repararlos.

3. **Cuales son las opciones que el mercado ofrece para que una persona pueda tener un vehículo?**
→ Crédito y leasing..
4. **Cuantos vehículos se pueden parquear tranquilamente donde actualmente reside?**
→ Dos (2)
5. **Son los altos impuestos razón por cual no compraría carro familiar importado?**
→ Si.

FACTOR INTERNO (tu gusto, tus propios sentimientos, opiniones, tus razones sin preguntar o buscar información adicional)

1. **Mencione los tres factores principales positivos que percibe al tener su propio carro familiar importado?**
→ Confort, sentir que sea lujoso, que tenga valores agregados
2. **Mencione los tres factores principales negativos que percibe al tener su propio carro importado?**
→ Pocas agencias de repuestos, largos plazos de entrega.
3. **Le gusta conducirlo o prefiere tener conductor? O conduce esposo/a?**
→ Si, prefiero conducir.
4. **Cual tipo de transporte prefiere utilizar? Privado o publico? Porque?**
→ Privado, por confiabilidad, oportunidad y comodidad.
5. **Bajo que condición consideraría usar transporte publico?**
→ Empresa amiga, confiable y vehículos cómodos.
6. **Que medida en la ciudad lo llevaría a tomar la decisión de no querer tener un auto propio?**
→ Pico y Placa.
7. **Busca carros usados o solamente nuevos? Por que?**
→ Nuevos, por seguridad y disponibilidad..
8. **Cuanto tiempo estaría dispuesto esperar para recibir su carro nuevo?**
→ cuatro semanas.
9. **Se considera impulsivo en crear su propia percepción sobre algún a marca de carro importado? Por que?**
→ No.

10. Se prepara una jerarquía de atributos que su carro debe tener? Por que?

→ Si, porque quiero lo mejor.

INTERVIEW No. 15

Información general :

Nombre, edad, sexo, estado civil:	Orlando, 52, M, Soltero
Profesión:	Administrador de empresas
Vive en casa o apartamento? Propio o Arrendada?	Apartamento arrendado
Salario (solamente indica si menos o mas de 2.000.000 pesos al mes):	Más
Tiene carro actualmente? Cual marca y año? Nuevo o Usado? Nacional o Importado?:	Si Toyota Corolla, 2006 Nuevo Importado

OBJETIVO 1. Identificar la percepción del consumidor sobre el marketing mix de carros familiares importados en el mercado de Barranquilla.

MIRANDO LA TABLA DE CARROS – MEDIUM SIZE FAMILY CARS SOBRE CADA DE ESAS MARCA: CUAL MARCA de la tabla SE LE OCURRE COMO LA PRIMERA Y PORQUE?

MARKETING MIX EN GENERAL: Product, price, promotion, distribution

1. CUAL MARCA – se le ocurre como el mejor y el peor producto? Porque?
Mejor, Volkswagen porque tiene un gran motor y es confortable. El peor, Kia realmente no tengo referencias acerca de este coche
2. CUAL MARCA se le ocurre como el mejor y el peor precio Mejor precio Ford, Peor precio Volkswagen
3. CUAL MARCA se le ocurre como primera con la mejor y la peor promoción Mejor promoción Peugeot, Peor promoción Kia
4. CUAL MARCA se le ocurre si pregunto por la mejor distribución Mejor distribución Volkswagen, peor Honda

Brand Name	Comentarios
Citroen	
Ford	
Honda	
Hyundai	
Kia	
Nissan	
Peugeot	
SEAT	
Skoda	
Volkswagen	

SOBRE CADA MARQUE UNA POR UNA en la tabla:

1. PERCEPCIÓN = QUE ES LO QUE SE LE OCURRE COMO PRIMERO SI LE PREGUNTO SOBRE CADA MARCA EN LA TABLA ?

Marketing mix específicamente cada marca – como la definiría? Por que?

1 .**el producto** (excelente-bueno-regular-malo)

2.**promoción** (excelente-bueno-regular-malo) Por que?

3.**precio** (muy alto-alto-medio-bajo)

4.**canales de distribución** (excelente-bueno-regular-malo) Por que?

Brand Name	Comentarios
Citroen	PRODUCTO: Excelente PRECIO: R. Es un coche costoso en cada una de sus gamas PROMOCION: Excelente CANALES DE DISTRIBUCION: B. Conserva un alto almacenaje
Ford	PRODUCTO: Bueno PRECIO: B. Brinda un precio atractivo en cada una de sus gamas. PROMOCION: Bueno CANALES DE DISTRIBUCION: B. Es fácil de encontrar el modelo requerido en el concesionario
Honda	PRODUCTO: Bueno PRECIO: Alto. Lo considero un coche demasiado caro para lo que es. PROMOCION: Regular CANALES DE DISTRIBUCION: Muy pocos coches en el concesionario

Brand Name	Comentarios
Hyun-dai	PRODUCTO: Bueno PRECIO: Bueno. Precio asequible en comparación a las marcas competitivas PROMOCION: Regular. CANALES DE DISTRIBUCION: No tengo conocimiento de la distribución de esta marca y sus canales
Kia	PRODUCTO: Regular PRECIO: Bueno. Coche económico en relación a sus inmediatos competidores. PROMOCION: Mala CANALES DE DISTRIBUCION: Mala. No conozco muchos acerca de los canales que utiliza
Nissan	PRODUCTO: Bueno PRECIO: . precio alto en comparación con la competencia. PROMOCION: Regular CANALES DE DISTRIBUCION: Regular. No conozco mucho los canales que utiliza para llegar al cliente
Peu-geot	PRODUCTO: Excelente PRECIO: R. Precio alto PROMOCION: Excelente CANALES DE DISTRIBUCION: Excelente. Siempre disponible de coches
SEAT	PRODUCTO: Bueno PRECIO: Bueno. PROMOCION: Bueno CANALES DE DISTRIBUCION:
Skoda	PRODUCTO: Bueno PRECIO: B. Buen precio con relación a la competencia por gamas de coches PROMOCION: Regular CANALES DE DISTRIBUCION: Regular. Pocas cantidades en el distribuidor
Volks- wagen	PRODUCTO: Excelente PRECIO: R Precio alto dentro de su gama de automóviles PROMOCION: Excelente CANALES DE DISTRIBUCION: E Alta cantidad de coches en el distribuidor.

2. PERCEPTION PROCESS,

OBJETIVO 2: Identificar los pasos del proceso de percepción del consumidor de carros familiares importados en Barranquilla.

1. Busca información activamente antes de la compra? - Es para usted mas importante la opinión de las personas que conoce o necesita buscar información usted mismo primero?

→ Confío en la opinión de las personas que han tenido coches de esta marca

2. Mencione los pasos que dio para la decisión de adquirir su carro familiar importado?

→ Observe las opciones que habían dentro del mercado y establecí prioridades de acuerdo a

El motor y la comodidad para aparcar que me brindaba el coche

3. Con quien habla para buscar referencias? Busca algún asesor? Fue asesorado por alguien en el caso de compra de su carro familiar importado?

→ Conocidos

4. Lee revistas especializadas o mira programas especializados?

→No

5. Que referencia consideraría importante para crear su percepción sobre el carro familiar importado?

→Comodidad, espacio y buen motor

6. Que factor le influiría mas para crear su percepción sobre el carro familiar importado?

→ Comodidad

7. Tenia experiencia anterior en compra del carro familiar importado?

→Si

8. A quien le recomendaría comprar un vehículo de su misma referencia?

→A cualquier, joven, ciudadano, que viva en lugares donde existan espacios pequeños para aparcar.

9. Es usted un risk taker (prueba nuevos productos) o risk avoider (compra solamente lo ya probado)

→Risk taker

3. FACTORES (INTERNOS, EXTERNOS) QUE INFLUYEN SU PERCEPCIÓN

OBJETIVO 3: Definir factores internos y externos cuales influyen la percepción del consumidor del carro familiar importado en Barranquilla.

- que miras como primero para comprar un carro? Imagen, color, calidad, servicio, garantía, marca, país de origen...lo que oíste? Tu experiencia personal? Etc....

FACTOR EXTERNO (servicio, influencia de fuera – otras personas, periódicos, noticias, publicidad, parqueadero, el producto técnicamente, su empleo, etc.)

1. **Mencione los tres factores principales positivos que percibe al tener su propio carro familiar importado?**
→ Buena imagen, comodidad y motor.
2. **Menciona los tres factores principales negativos que percibe al tener su propio carro familiar importado?**
→
Falta de comercialización, mal servicio postcompra y que sea incomodo
3. **Cuales son las opciones que el mercado ofrece para que una persona pueda tener un vehículo?**
→ Prestamos, remates a coches de segunda mano.
4. **Cuantos vehículos se pueden parquear tranquilamente donde actualmente reside?**
→1
5. **Son los altos impuestos razón por cual no compraría carro familiar importado?**
→ No

FACTOR INTERNO (tu gusto, tus propios sentimientos, opiniones, tus razones sin preguntar o buscar información adicional)

1. **Mencione los tres factores principales positivos que percibe al tener su propio carro familiar importado?**
Seguridad, comodidad y velocidad
2. **Mencione los tres factores principales negativos que percibe al tener su propio carro importado?**
→ Coste, incómodo y con mal motor
3. **Le gusta conducirlo o prefiere tener conductor? O conduce esposo/a?**
→ Me gusta conducir
4. **Cual tipo de transporte prefiere utilizar? Privado o publico? Porque?**
→ Privado, porque es mas cómodo
5. **Bajo que condición consideraría usar transporte publico?**
→Ir a zonas de difícil aparcamiento
6. **Que medida en la ciudad lo llevaría a tomar la decisión de no querer tener un auto propio?**
→Grandes atascos

7. Busca carros usados o solamente nuevos? Por que?

→ Nuevos solamente

8. Cuanto tiempo estaría dispuesto esperar para recibir su carro nuevo?

→15 días

9. Se considera impulsivo en crear su propia percepción sobre algún a marca de carro importado? Por que?

→ Si, porque en el mercado de los coches es muy difícil posicionar una nueva marca, las marcas que conocemos son las que dominan el mercado mundial desde hace décadas y por ende la que tenemos posicionadas en nuestra mente como consumidores.

10. Se prepara una jerarquía de atributos que su carro debe tener? Por que?

→ No, prefiero tomar un coche por la necesidad de movilizarme antes que por otras cualidades