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The impact of locations on the perception of the same product: an application to motor industry

This is the author's manuscript

Original Citation:

Availability:

This version is available <http://hdl.handle.net/2318/1646937> since 2017-08-20T15:46:20Z

Publisher:

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Abstract—

The study aims to demonstrate how different locations where the same product is unveiled and tested can provide a different result in terms of perception by the same kind of people.

The experiment was done in occasion of the presentation of a new bike. A group of dealers has been invited in Loret de Mar, two persons from the Headquarter were present to run the presentation, together with an outsourced trainer. Half day dedicated to the theoretical presentation and half day to the test of the new bike on the road, including the test of its direct competitors.

The same presentation, organized in the same way, has been delivered in Italy, in 4 locations often used to run business meetings with dealers. In the end of all days of the presentation dealers had to fill a questionnaire regarding the evaluation of the different bikes tested. The result of the questionnaire showed how the group invited in Spain rated much higher the new bike compared with the dealers testing the bike in locations already known and close to their home. So, in terms of business strategy, it is important to take into account how the location and the way of presenting any product or service can have a favourable impact on the people we want to convince. The next step of the experiment will be to cross check the sales of that bike with the dealers and measure if there is a relation between the top sellers and the one that appreciated the bike the most, in Spain. It would mean that they were able to transfer to customers the same good feelings and impressions they had in Spain.

Keywords— product presentation, locations, emotional effect, business strategy

Commentato [WASET1]: Please revise the highlighted parts to improve the readability