Porsche Under High Voltage

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6 Results

6.1 Results Category

Category Interest
- 82.9 % rather or very interested in the electric car category
- 80.6 % rather or very interested in the hybrid category
- 60.2 % rather or very interested in petrol cars

Brand Familiarity
- Porsche 1st place
- 4.0 out of 5.0 mean value

Category Communication Frequency
- 52.2 % last week
- 26.1 % in the last two to three weeks

Category Communication Channels
- 20.2 % family & friends
- 26.1 % advertising (e.g. TV, social media, OOH)
- 17.4 % reviews (print and video)

6.2 Results Porsche Taycan

Porsche Taycan Key Buying Factor
1. Comfortable charging infrastructure
2. Long-lasting battery
3. Long-distance driving comfort
4. High driving dynamics
5. Fast leading capability

Negative Factors Denying the Preference
1. Too expensive
2. Poor value for money

Main Findings of the SAT

Top Implicit Associations
- 1. Fast (Sensory)
- 2. Joy (Sensory)
- 3. Prestige (Symbolic)
- 4. New (Symbolic)
- 5. Freedom (Utilitarian)
- 6. Reliable (Utilitarian)
- 7. Independence (Utilitarian)
- 8. Up-to-date (Economic)
- 9. Powerful (Economic)

Brand Image Porsche Taycan

➢ Porsche managed to transfer the established image onto the new Taycan
➢ In terms of brand image, the Taycan is still perceived as a sportcar and not like rational purchase
➢ Very emotional and less rational image / positioning
➢ Implicit associations are mainly sensory

Figure 3: SAT Brand Image Porsche Taycan

Figure 1: Porsche Taycan’s Brand Awareness Added

Figure 2: Category Key Buying Factor (Mean Values)

Category Key Buying Factor: Imagine you are buying an electric car. How important would the following product features be for you? | 1: “Not at all important” to 5: “Very important”

4 Scientific Fundamentals & Methods

- Explorative Research
- Online / Mobile survey
- Software used: Quantimap
- N=23 participants
- Timedate: 14th July 2020 - 1st August 2020
- Implicit Association Test
- Exploring subconscious image perceptions of the Porsche Taycan of the consumers

5 Theory / Literature Research

Definition of construct
Brand/image can be defined as the consumers’ perception about a brand and its positioning defined by the company, which is reflected by the brand associations based on the consumers’ interactions, beliefs, ideas, and experience with the brand (cf. Keller, 1993).

Scale description
The basis of the brand image scale was developed by Zarantonello & Deloach (2015) with specific reference to the car industry, containing four benefit dimensions: sensory, symbolic, utilitarian, and economic which helps consumers understand and draw their own conclusions.

For the purpose of this research, the brand image dimensions were expanded to 58 items, integrating more versatile items as well as items corresponding to sustainability and e-mobility attributes.

Brand/image scale

Sensory dimension (emotional characteristics)
- Exciting, fun to drive, good acceleration, sporty, interior design, exterior design

Symbolic dimension (experiential benefits)
- Luxury features, prestige, sustainable, innovative...

Utility dimension (functional attributes)
- Made to last, reliability, safe in accident, travel flexibility, good value for money...

Economic dimension (value for needed characteristics)
- Good dealer service, good value for maintenance, e-loading infrastructure...

7 Conclusion / Outlook

➢ This exploratory research was used to measure and manage the brand image of Porsche. The study may help Porsche marketers to build brand image and clarify the promise of Porsche’s in satisfying consumers’ symbolic, economic, sensory, and utilitarian needs.

➢ Category results revealed mostly rational dimensions (symbolic, utilitarian) except for e-loading infrastructure

➢ Porsche has maintained the well-established emotional and economical return on investment (ROI) sportcar brand image

➢ The question is now, whether maintaining it is the right strategic decision for Porsche

➢ Negative factors denying the preference show that there are challenges that need to be reconsidered in the future

➢ Therefore consumers tend to think rather emotional about the Porsche Taycan, because there is no need to think rational in order to purchase

➢ Rational thinking in the category causes rational demands for the Porsche Taycan

➢ Big gap between rational purchase decision factors and emotional brand image of the Porsche Taycan

➢ Sensory aspects are well trained and established in the consumers’ minds

➢ Suggestion 1: Utilitarian aspects (range, e-loading infrastructure, etc.) need to be assured more in the brand communication

➢ Suggestion 2: Sustainability needs to become part of the brand image in a convincing and authentic way in order to stay relevant in the future

8 Literature


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