

Porsche marketing case study

[Business](#), [Marketing](#)



This can include searching on the Porsche website, looking through ads of their products, or even going to the dealerships to gather more information on the car that they may want. After researching about the Porsche cars the consumer is interested in and then look at the competitors of Porsche such as the Toyota Supra, Lotus Evija, BMW 6 series, Etc. The next step is for the Porsche consumer is to make the decision to buy their car. When the consumer decides on the Porsche then comes the postpurchase behavior. The new Porsche owner will be zooming around the streets marketing Porsche without even having to say a word.

This new owner can give feedback to the company where they can turn that feedback into a marketing technique for new customers to purchase their car. 2. For the buyer process of a regular Porsche car versus the large SUV's (Cayenne and E-Mobility) the first two phases are pretty much the same in which the buyer still has to determine there is a need for a car and putting in the research to which cars are viable options to purchase. When researching the buyer may look to the facts of each of the two different types of cars. Then comes the process of evaluating each alternative.

If the buyer is strictly looking at purchasing a Porsche then it comes to how they view their car. Traditional buyers like the sleek, loud, and fast moving flow to the car as they don't exactly see the same with their SUVs. The decision is the same in the buyer process. Lastly the buyers take part in the postpurchase behavior. With those who buy either the Cayenne or the E-Mobility comes their interpretation of the car. Many who buy those SUVs expect that it will stray away from that special Porsche feel but come out very surprised and say that it runs like a Porsche more than an SUV 3.

Cultural factors can explain why Porsche sold so many lower priced models in the past and present. The high values that Porsche upholds, deeply influences the consumers behavior. When people in this time saw someone driving a Porsche, they saw the high-class luxury lifestyle and had a desire to be in the same position that they were in. When Porsche came out with these lower priced models consumers wanted to jump in on this lifestyle that the rich were living in. These cultural factors led consumers to want to purchase the low priced Porsche. . The positive attitudes toward a brand like Porsche are developed by social factors. People who buy a Porsche get that sense of feeling that they are successful and are apart of a higher echelon of the social totem pole. The negatives that come with this brand of Porsche is that it gives an exclusive feeling to people and that not everyone Porsche can change consumer attitudes by giving off a more family oriented vibe to their cars as well as continuing to produce the high level, upper social status to the car. . The role of the Porsche brand name plays a huge factor to their buyers. When a person thinks of a Porsche, some words that associate with it are high class, rich, fast. When the buyers associate those words with the Porsche, it gives them the image of success and that they are at the higher end of the social status.