

Perceived Importance of Defensive Marketing Strategies: An Exploratory Study

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The purpose of this research is to explore how students enrolled in business programs perceive the importance of defensive marketing strategies before competitors enter their market. The study involves running principal component analysis to summarize the responses into broad categories, and then use ANOVA analysis to examine how different demographic and other variables impact participant perceptions about the importance of the defensive strategies. A major finding of the study is that the mental models and perceptions of graduate business students when they react to entry of competitors are not universal but differ depending on student gender, nationality, and level of studies.

Field of Research: Mental models, Defensive marketing strategies