Owning a “renown” car brand, a “latest hour” model, with a futuristic design, etc. is the ultimate dream of any driver. Thus the car producers always take into account the real or the ideal needs of consumers. The research of car brand perception among consumers is possible with quantitative and qualitative methods, statistics. The combine use of these leads to the qualitative improvement of the research, in the sense that it fathoms the aspects belonging to endogenous and exogenous variables, direct noticeable, of the consumers. The analyses of the perception of the most often car brands encountered on Romanian highways, among young Romanian consumers is based on a combined use of a repertory grid and the principal component analysis (PCA) for the data elaborating and construing phase.

Biography
Manuela Rozalia Gabor has completed her PhD from Bucharest University of Economic Studies and Post-doctoral studies from Al. I. Cuza University of Iasi. She is the President of Association for Research, Education and Development (ASCED). She has published more than 40 papers in reputed journals and has been serving as an Editorial Board Member and Scientific Reviewer of repute. She has published 4 book, 10 chapters in books and 11 didactic materials. She was awarded by Romanian Minister of Education for 2 ISI Web of Science published in 2013 and 2014. She was a member or director for 10 national and international projects.

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