

A Study on Brand Positioning in Dairy Product at Villupuram, Tamil Nadu

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Abstract - Brand positioning is a core concept in marketing. Despite the importance of the concept however, there is limited research in the field of positioning clarifying to what extent various brand positioning alternatives affect consumer perceptions and how positioning effectiveness can be best measured. The present dissertation consists of three complementary empirical studies aimed at shedding light on the latter issues. The first study explores the impact of distinct types of brand positioning strategies on consumer categorization processes. The results of the qualitative study provide evidence that consumers categorize brands based upon their underlying positioning strategies. More specifically, consumers classify brands that share similar types of positioning bases into the same category.

The current study is about consumer's involvement in brand positioning in dairy product categories. To identify the similarities and differences among the consumers' perceptions of brand positioning, four major of Avin are taken into consideration. These are chosen to examine the relation between consumer involvement and brand positioning with their respective competitors- Thirumala Milk, Hatsun dairy, Arokya Milk, Raaj Milk and GRB dairy in the market.

To ascertain the scale's generalizability and stability, data from several product categories are used for scale development and validation purposes. The third study presented in this dissertation pays attention to the open question whether the use of certain positioning strategies (e.g., feature-based positioning). For this purpose, a within and between-subjects design study is conducted that investigated the direct impact of brand positioning strategies on positioning effectiveness, measured from a consumer perspective. Specifically, four distinct positioning strategies of real brands are evaluated in terms of positioning effectiveness, while controlling for brand-specific, product class-specific, and socio demographic influences. Consistent with the hypotheses derived from a comprehensive literature review, significant difference in terms of positioning effectiveness between the focal positioning strategies are detected. The dissertation concludes with a discussion of the theoretical, methodological, and managerial implication. Furthermore, the limitations associated with the studies outlined in the dissertation are addressed and resulting avenues for future research are presented.

Keywords: Consumer Involvement, Brand Positioning, Brand Image Additional Measures

I. INTRODUCTION

Branding

Branding gives meaning to a company's name and its products. Through effective emotional appeals and market messages, your business can help the market identify your brand and differentiate it from competitors based on benefits such as better quality, service or tools. Companies build brands using memorable names, symbols such as logos and other images and phrases.

Positioning

Positioning describes the way in which a company differentiates itself in the minds of a particular market segment. A company may try to brand itself as the highest quality provider of its product to a particular market, for instance. Other business position themselves as top service providers. Saying you are a highly trusted brand or that your business provides small-town friendliness and personal attention are other positioning approaches. Customer perception of your business, brand and messages are key to effective positioning.

Four building blocks of brand positioning

1. The Competitive Frame of Reference
2. Points of Difference
3. Point of Parity
4. The Brand Mantra

Positioning project usually involve an investment in both time and money. For many small organizations, time is easier to part with than money. For many large organizations, money is easier to part with than time. So if your money is short and your time plenty, use this book and do most of the work yourself.

II. BRAND POSITIONING AND BRAND IDENTIFY

Symbols

Symbols help customer memorize organization product and service. They help us correlate positive attributes that bring

us closer and make it convenient for us to purchase those product and service. Symbols emphasize our brand expectations and shape corporate. Symbols of brand equity and help in differentiating the brand characteristics. Symbols are easier to memorize than the brand names they are visual image. These can include logo people, geometric shape, cartoons image, anything for instance. Marlboro has its famous cowboy, Pillsbury has its poppin' fresh doughboy, Duracell has its bunny rabbit, McDonald has its golden arches, FedEx has an arrow, and Nike swoosh. All these symbols help us number the brands associated with them.

Logos

A logo is a unique graphic or symbols that represent a company, product, service or other entity. It is due to logo that customer forms an image for the product/service in mind. Adidas "three stripes" is a famous brand identified by its corporate logo.

Features of a good logo are

1. It should be simple.
2. It should be distinguished / unique. It should differentiate itself.
3. It should be functional so that it can be used widely.
4. It should be memorable.
5. It should be easily identifiable in full colors, limited colour palettes, or in black and white.
6. It should be a perfect representation of the organization.
7. It should portray company's values, mission and objectives.

Trademark

Trademark is a unique symbol, design or any form of identification that helps people recognize a brand. The goodwill of the dealer/maker of the product also enhances by use of trademark. Trademark totally indicates the commercial sources of product/services. Trademark name should be original. A trademark is chosen by the following symbols.

1. Tm (denotes unregistered trademark, that is a mark is used to promote or brand goods)
2. Sm (denotes unregistered service mark)

Some Guidelines for Trademark Protections

1. Never use trademark as a noun or verb. Always use it as an adjective.
2. Use correct trademark spelling.
3. Challenge each misuse of trademark, specifically by competitors in market.

4. Capitalize first letter of trademark, if a trademark appears in print, ensures that it stands out from surrounding text.

Factors behind Brand Positioning

1. Customer contact with the organization and its employees.
2. Advertisement.
3. Word of mouth publicity.
4. Price at which the brand is sold.
5. Celebrity/big entity association.
6. Quality of the product.
7. Products and scheme offered by competitor.
8. Product class/category to which the brand belongs.
9. Pop (point of purchase) displays.

III. NEED FOR THE STUDY

1. The study helps to increase brand awareness of the product to customer which will be helpful to the organization.
2. To identify the milk product's status in the minds of people.
3. To know the market position of milk product.
4. The study will help to identify the present demand for milk packets.

IV. OBJECTIVES OF THE STUDY

1. To identify the expectation and perception of consumers towards the dairy brand
2. To know the important attributes of brands and attitude of the consumer in brand positioning.
3. To identify the credit worthiness of the milk brand in the market.
4. To identify (learn) the factors influencing consumers' decision towards product selection
5. To find out reason for customer preferring other brand milk.
6. To observe the significant difference between the brand positioning and consumer buying behaviour.
7. To assess the current market position of the milk product.

V. LIMITATIONS OF THE STUDY

This study was conducted in the Villupuram Tamilnadu with a sample size of 150 respondents. This study may not represent the true picture of the total population. Though utmost care has been taken to avoid biased views from the customers by preparing a well-expressed questionnaire, still the respondents might have given predisposed opinions that may affect the results of the study. The data collected for this study is limited to the select Dairy Product categories and selected customer base. The sample for this study is a convenient sample from select retail outlets.

VI. SCOPE OF THE STUDY

for further research The study may be extended to other DAIRY PRODUCT sectors too. The respondents for this study are convenient sample from select retail outlets and this may be considered from other random sampling methods for more accuracy.

VII. REVIEW OF LITERATURE

Jerry W. Thomas

It's origins are shrouded in the fog of history. The popular marketing writer's, Jock Trout and Al Ries, started talking about position or positioning in 2009, or thereabouts, and took credit later for having invented positioning. However, I believe (if my memory is not too faded by the decades gone by) that "positioning" was a term in common use within the marketing and advertising community at the time Trout and Ries first wrote about it.

Donna Antonio

Brand is a known identity of a company in terms of what products and services they offer but also the essence of what the company stands for in terms of service and other emotional, non-tangible consumer concerns. To brand something is when a company or person makes descriptive and evocative communications, subtle and overt statement that describes what the company stands for. For example, is the brand the most economical, does it stand for superior service, is it an environmental responsible provider of x,y,z service or product. Each communication is deliberate in evoking emotion in the receiver to leave him/her with an essence of what the company or person stands for.

Paul Biedermann

A brand is the essence of one's own unique story. This is as true for personal branding as it is for business branding. The key, though, is reaching down and pulling out the authentic, unique "you". Otherwise, your brand will just be a facade. The power of a strong logo in brand identity is that a simple visual can instantaneously communicate a brand and what it is about. Some large brands are able to do this by symbol only, without words that are the Holy Grail that brands dream about. This seems to represent the very essence of communication at its most primitive roots. Few can pull it off. Logos are vitally important, but are just one component of what creates a strong brand. Logos should support the broader brand strategy that supports an even bigger brand story.

Lisa Buyer

Branding is more than a name and symbol. A brand is created and influenced by people, visuals, culture, style, perception, work, messages, PR, opinions, news media and

especially social media. Like when a child is born and given a name, a brand needs nurturing, support, development and continuous care in order to thrive and grow. Some brands have a life cycle and grow old like people. Some brands are timeless and never die, are "born again" or reinvented, while some brands live a short but powerful life and have an iconic legacy.

Heidi Cohen

Brands are shorthand marketing messages that create emotional bonds with consumers. Brands are composed of intangible elements related to its specific promise, personality, and positioning and tangible components having identifiable representation including logos, graphics, colours and sounds. A brand creates perceived value for consumers through its personality in a way that makes it stand out from other similar products. It's story is intricately intertwined with the public's perception and consistently provides consumers with a secure sense that they know what they are paying for. In a world where every individual is also a media entity, your consumers own your brand.

Hypothesis for the Study H0: There is no significant difference between the brand positioning and consumer buying Behaviour.

H1: There is significant difference between the brand positioning and consumer buying Behaviour.

VI. RESEARCH METHODOLOGY

The research is conducted at Villupuram Tamilnadu. The data for the study is mainly collected through two different sources Viz., primary and secondary. Primary data is obtained by using a structured questionnaire with five point rating scale from the selected sample of 150 customers selected randomly at reputed retail outlets such as Avin Milk Booth, More, Raaj Milk Booth and Thirumala Milk Agency's. The data is analyzed by using statistical tools like charts, graphs and F Test to verify the objectives.

Positioning is the process of creating a perception in the consumer's mind regarding the name of the company and its products relative to its competitors. Brand Positioning is defined as an activity of creating a brand offer in such a manner that it occupies a distinctive place and value in the target customer's mind. It is the key of marketing strategy in particular, to convince the consumer to buy. The positioning is done to elicit a positive purchase response from the customers. A strong brand positioning directs marketing strategy by Explaining the brand details, the uniqueness of brand and its similarity with the competitive brands, as well as the reasons for buying and using that specific brand. A brand's perception resides in the customer's mind and do not exist outside customer's mind. Therefore, positioning efforts are not directed at the product, rather they are directed at the customer's mind. Positioning is about shaping an image about a brand in prospect's mind.

Product positioning influences the evaluation of alternatives and purchase stages. The nature of product positioning is to distinguish one brand's product to the others. It has two stages - the consumer compares the products offered by different brands, and possibly chooses one. As the consumer compares products, product positioning will help the consumer determine the differences between the products, and help them select the product which best meets the evaluation criteria. If a consumer wants to purchase a product, they perform a level of problem solving to determine the product and brand to purchase. A large factor in the problem solving is the consumer's level of involvement with the product.

VII. DATA INTERPRETATION

Most of the Dairy products are based on an emotion that instills desire for instant fulfillment. The integrated marketing communication (IMC) strategies and programs are built to deliver instant gratification to customers to meet those desires. With the changing times, every brand is finding creative ways to tap into consumers' desires for instant gratification incorporating catch phrases like 'buy now'. Brands are providing instant information about products, location, and other information through Internet, Direct shopping, and many more. Recently, these forms of advertising become customary marketing plans in order to survive and mark a position in the minds of customers.

TABLE I AAVIN PRODUCT CATEGORY WITH THEIR BRANDS AND ITS COMPETITORS

Aavin	Competitor	Competitors Brand
Aavin GEE	Thirumala Dairy	Thirumala Milk
Aavin Ice Cream	GRB Dairy	GRB Milk & Curd
Aavin Curd	Arokya Dairy	Milk & Curd

TABLE II DATA ANALYSIS AND INTERPRETATION DEMOGRAPHIC ANALYSIS AGE OF THE RESPONDENTS

Age	No Of Respondents	Percentage
20-25	48	32
26-30	56	38
31-40	30	19
41 and above	13	05

TABLE III AWARENESS FOR AAVIN PRODUCTS AND BRANDS

Awareness	Respondents	Percentage
Yes	133	90
No	14	10

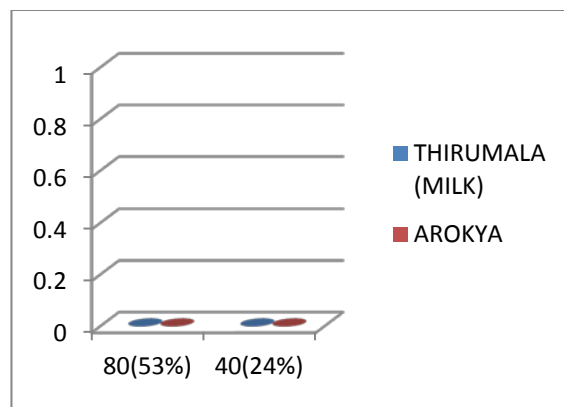


Fig.1 Brand positioning of dairy products

Above Chart shows the brand awareness of Aavin company, where 90% of people are aware and 10% are unaware of this particular brand out of 150 samples. It can be concluded that most of the consumers are aware of AAVIN products.

TABLE IV HOW DO KNOW ABOUT AAVIN DAIRY PRODUCTS AND BRANDS

Promotions	No of Respondents	Percentage
TV	85	57
Online	25	18
News Paper	20	13
Others	15	12

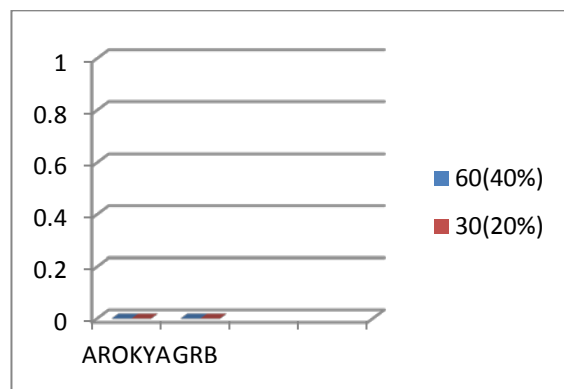


Fig.2 Aavin Dairy Products and Brands

The above chart shows the awareness of Aavin Product i.e., the way customers are aware of AAVIN Company. Out of 150 samples, 85% of people are aware of the brand with the help of television, 25% through Online, 20% by Newspaper, 15% Other Sources.

TABLE V CONSUMER PREFERENCES TOWARDS AAVIN PRODUCTS AND BRANDS

Consumer Preference Aavin Products	No of Respondents	Percentage
Milk	70	47
Curd	50	34
GEE	27	19

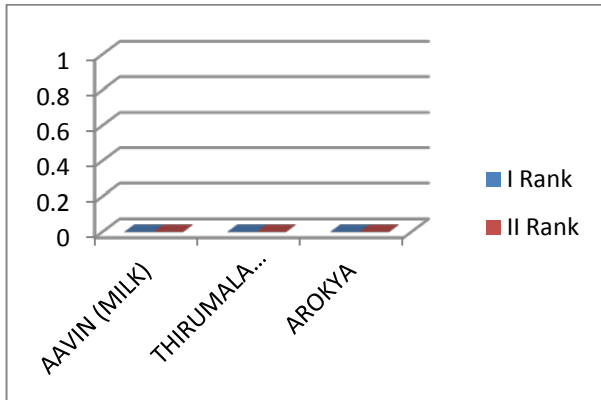


Fig. 3 Consumer Preference

The above chart represents, the people, who like a particular type of Aavin products. Out of a sample size of 150, 70% of people like Milk, 50% like Curd, 27% choose Gee,

TABLE VI FREQUENCY OF PURCHASE OF DAIRY PRODUCT

Frequency Of Purchase	No Of Respondents	Percentage
Daily	120	80
Weekly	15	10
Once in a Month	7	6
Occasionally	5	4

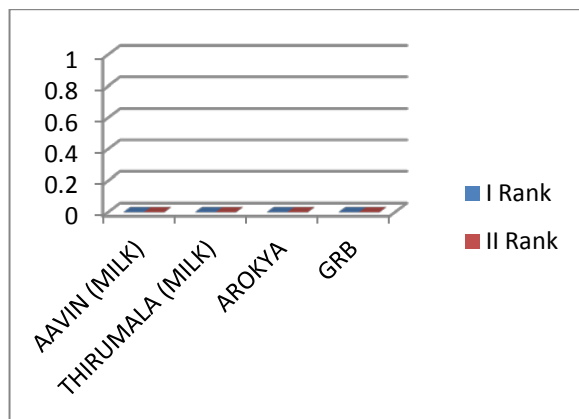


Fig.4 Frequency of purchase of dairy products

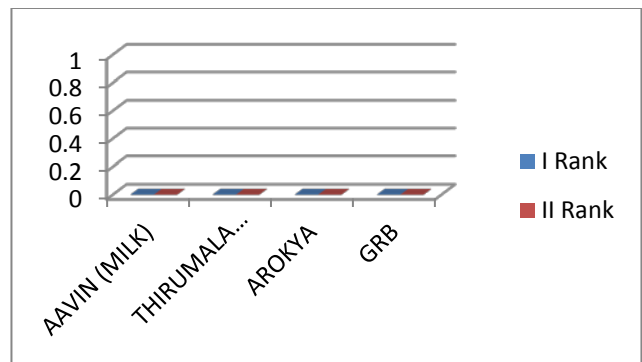


Fig.5 Frequency of purchase of products

The above chart given here represents ,how often do people purchase AAVIN products.where,80% of people goes for a purchase on Daily basis ,10% of people goes for purchase Weekly , 6% shops “once in a month ” and remaining 4% shops Occasionally.

TABLE VII RANKING OF PRODUCTS

Brand / Ranking	I Rank	II Rank	III Rank
AAVIN (MILK)	80(53%)	40(24%)	25(18%)
THIRUMALA (MILK)	60(40%)	30(20%)	25(16%)
AROKYA	52(35%)	28(18%)	23(15%)
GRB	45(30%)	24(16%)	19(12%)

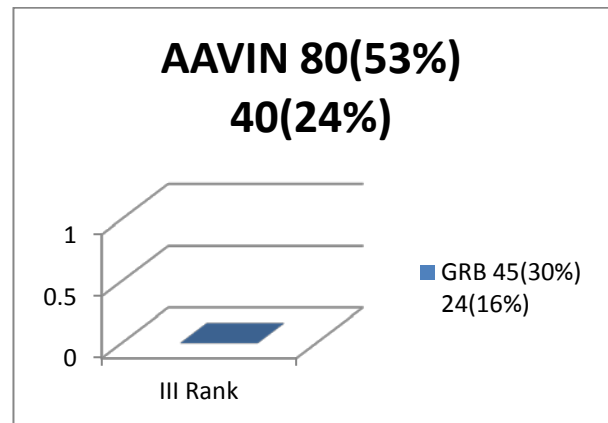


Fig.6 Ranking of dairy products

The above chart given here represents, Ranking of the Dairy product.where,80% of people Responds AAVIN and 60% of people responds Thirumala 52% of people like Arokya and 45% of people like GRB .

VII. FINDINGS AND CONCLUSION

Majority of the respondents in this study are aware of AAVIN products and are aged between 25 and 30 yrs. This study observes that AAVIN entered market as a competitor and targeted all the groups of customers. Amongst the existing competitors in the market, AAVIN is found to implement advertising strategies. From the analysis, the findings show that majority of the respondents are aware of AAVIN milk and curd product. Respondents feel that AAVIN Products were successful for its advertising efforts. It is observed that wide range of AAVIN products meet International quality standards and are developed on the basis of Indian consumer experience. This helped AAVIN to cut across the clutter and is probably its product proposition.

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