A Study on Impact of Brand Positioning At Force Motors with Special Reference to Thanjavur

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I. INTRODUCTION

Brand positioning also plays a vital role across the marketing strategies and when this strategy is applied to the private academic institutions it will fetch ample enrolments and in this context when the marketing managers were interviewed the key findings are given in this section. When one of the marketing head was asked regarding this, he replied that, "Positioning is done mainly to meet the core competition and we project ourselves with the quality of education we provide and also we meet the students from different colleges across the various occasions and students from our institution will enhance the positioning across such events". From this statement it is clear that positioning the brand image of the institutes mainly depends on their current students when they go across various national level events and the corresponding success stories will enhance the required value. Positioning marketing plays a vital role across education business and the main factors that are useful in this context are the corresponding students and their active involvement at different national level occasions. When the same question was asked to another market manager he replied that, "We use position marketing to improve the number of enrollments as positioning is done at the counseling level and also at different educational fares level as well". It is clear from this statement positioning always improves the enrolments as they will focus on this at the counseling level where they can distribute the required broachers and prospects and attract the students using this positioning marketing.

Thus from the overall analysis it is clear that positioning the brand of private academic institutes will fetch the required enrolments and improve the overall business value to the academic institutes. Market mix also plays an important role across education marketing the combination of Product, Place, Price and Promotion across the private academic institutions and when the marketing managers were asked regarding the role of 4P's one of the marketing managers replied that, "We always implement the product, place and promotion successfully regarding across education marketing, where the price is not in our hands which is taken by the council level and thus price has no impact on the marketing". From this statement is clear that, among the 4P's, price has no impact on the marketing strategy across engineering studies as the price is decided by the higher authorities and regarding the product, place and promotion most of the collages are following similar strategies as

discussed earlier. When the same question was asked to another marketing manager he replied that, "Promotion and Product need more marketing strategies when compared to price and place as distribution of the product and deciding up on the price is not possible across education marketing". From this statement it is clear that, distribution of the product across education marketing is limited in India and also deciding upon the price is not possible. Thus from this overall analysis it is clear that if the private academic institutions can maintain excellent product quality and also opt the latest promotional and marketing strategies, they can gain more enrolments and when it comes to the case of price and place these two aspects are out of scope of the institutions in India. In order to create a distinctive place in the market, a niche market has to be carefully chosen and a differential advantage must be created in their mind. Brand positioning is a medium through which an organization can portray it's customers what it wants to achieve for them and what it wants to mean to them. Brand positioning forms customer's views and opinions.

Brand Positioning can be 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. For instance-Force Motors positions itself in the customer's mind as one entity- which can provide customized and one-stop solution for all their financial services needs. It has an unaided top of mind recall. It intends to stay with the proposition of. the positioning you choose for your brand will be influenced by the competitive stance you want to adopt.

Brand Positioning involves identifying and determining points of similarity and difference to ascertain the right brand identity and to create a proper brand image. Brand Positioning is the key of marketing strategy. A strong brand positioning directs marketing strategy by explaining the brand details, the uniqueness of brand and it's similarity with the competitive brands, as well as the reasons for buying and using that specific brand. Positioning is the base for developing and increasing the required knowledge and perceptions of the customers. It is the single feature that sets your service apart from your competitors. For instance- Kingfisher stands for youth and excitement. It represents brand in full flight.

II. REVIEW OF LITERATURE

1.(Wagner, 1992)The concept of positioning further evolved, when it became clear that brand advertising alone was no more the ultimate effective tool to increase sales and ensure a 'bright future'. Since the Fifties, the booming period of wealth and optimism, the battle field of multi-billionaire brands, company strategies have been going through several changing processes, primarily due to transformations of lifestyles and surrounding environments. The authors of the book

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2.Oliver (1980), customers' performance-specific expectation and expectation disconfirmation are the key indicators of customer satisfaction . Specifically, when the product performance exceeds expectation, customer satisfaction increases; when expectation exceeds the product performance, customer satisfaction decreases. Since product performance is an important component of brand im-, companies could infer the potential influence of brand image on customer satisfaction by identifying the perceptual difference toward a brand between the existing customers and non-users of the brand Brand positioning has a significant impact on customer satisfaction especially   Chang et al. (2005) identified store infrastructure, convenience, store service and sales activities as the four components of store image, and they all impact customer satisfaction directly.

3.Aaker, 1996) identified four factors to measure the brand identity (Product, Organization, Person, Symbol) and stated "accompany should consider itself under these four aspects to mould its brand identity". These above mentioned indicators can be useful to measure the brand identity which ultimately will contribute to the brand positioning, as it is the first important element of brand

4.Murthy 2010 is the attribute which distinguish one brand from other. Different versions are available in the previous literature about the brand positioning indicated that it is the emotion centered component of brand.

5.Chan Su Park and V. Srinivasan (1994) Their study on "a Survey-Based Method for Measuring and Understanding Brand Equity and Its Extendibility" the authors develop a new survey-based method for measuring and understanding a brand's equity in a product category evaluating the equity of the brand's extension into a different but related product category. It uses a customer-based definition of brand equity as the added value endowed by the brand to the product as perceived by a consumer. It measures brand equity as the difference between an individual consumer's overall brand preference and his or her brand preference on the basis of objectively measured product attribute levels. To understand the sources of brand equity, the approach divides brand equity into attribute-based and no attribute-based components.

6.Cathy J. Cobb-Walgren, Cynthia A. Ruble and Naveen Donthu 1995 In their paper titled Brand Positioning, Brand Preference, and Purchase Intent, explores some of the consequences of brand positioning. In particular, the authors examine the effect of brand equity on consumer preferences and purchase intentions. As a result of the study, across the two categories hotels and household cleansers, the brand with the higher advertising budget yielded substantially higher levels of brand equity. In turn, the brand with the higher equity in each category generated significantly greater preferences and purchase intentions

7.Girish N. Punj and Clayton L. Hillyer (2004) conducted a research work in the topic, a Cognitive model of Consumer-based Brand positioning for Frequently Purchased Products: Conceptual Framework and empirical Results research. Four cognitive components are labeled as global brand attitude, strength of preference, brand knowledge, and brand heuristic. The results indicate that all the identified cognitive components are important determinants of customer-based brand positioning. Specifically, the brand heuristic component serves as an important mediator in cognitive chains" that link global brand attitude to brand knowledge and global brand attitude to strength of preference,respect.

8.Eda Atilgan, Safak Aksoy and Serkan Akinci, (2005) conducted a research study on "Determinants of the brand equity: A verification approach in the beverage industry in Turkey". This research aims to examine the practicality and application of a customer-based brand positioning model, based on consumer.

9.Kevin Lane Keller and Donald R. Lehmann (2006).a top management priority in the last decade due to the growing realization that brands are one of the most valuable intangible assets that firms' have. Their paper identifies some of the influential work in the branding area, such as brand positioning, brand integration, brand positioning measurement, brand growth, and brand management. The paper also outlines some gaps that exist in the research of branding and brand positioning and formulates a series of related research questions.

10. Bohrer Monty F (2007) In his study titled, Discriminate analysis of brand positioning model on top-of-mind awareness/brand preference congruence in prospective hospital patients, he examined theory of brand equity and the influence the assets of brand positioning (brand association, brand positioning .

III.   RESEARCH METHODLOGY

3.1. RESEARCH METHODILOGY
Research methodology is the systematic , theoretical analysis of the procedures applied to a field of study (Kothari, 2004) methodology involves procedures of describing , explaining and predicting phenomena so as solve a problem; it show how the process or techniques of conducting research

3.2. RESEARCH DESIGN
Research design adopted for this research is '' Descriptive research ''. It includes surveys and fact –finding enquiries of different kinds .The major purpose of descriptive research is description of the state of affairs as it exists at present

3.3. OBJECTIVES OF THE STUDY
➢ To identify, measure and analyzing the brand positioning through Force motors consumers.
➢ To assess the brand positioning level of different type of consumers of Force motors.
➢ To find out how the consumers spent their incomes of buying of the vehicles.
➢ To find out the brand positioning of consumers.
➢ To suggest which type of strategies used brand positioning for the company to reach targeted consumers.

3.4. STATEMENT OF PROBLEM
The market for pre-owned vehicles is currently under tremendous strain, because of exponential growth in the new vehicle market up to. / sales volumes lead to small

increases in new unit prices, and in some cases new unit prices decreased. The sales of new vehicles in india for amounted to approximately units. the vehicle sales for 1anuary to arch amounted to 233.204 units, whilst in this figure is ,05% "Anon, &, indicating a steady I increase in sales. /however, new commercial sales have slumped up to with 4.2% addition, further predicted that another drop is looming in months to come.

These factors make it difficult for the remarket segment to remain competitive: in some instances, it makes more financial sense to buy new vehicle than a pre-owned vehicle, because the pricing is very similar. Acccounts, rebates and other financially structured deals are advertised on a daily basis in the new vehicle market. As a result, pressure accumulates on the market of pre-owned vehicles. As a result, the perception of value needs to be emphasized in the remarket. way of ensuring value is to employ branding as a carrier of value "using brand value embedded in the remarket brands such as force motors vehicles remarket brands need their brand positioning to be reviewed and the strength of the brands to be reinforced in the marketplace. Currently, the pre-owned market does not have a reputation of . ranting does not receive high priority in this segment, which leads to a generic perspective of pre-owned vehicles in general as poor vehicles with hidden accident damage or mechanical problems. The integrity of this market segment is often . The strength of the brand, and more specifically, what the brand represents, needs to be accentuated. Force tempo three wheeler the brand should entail focusing on factors that reinforce the perception of what the brand represents.

The problem with this approach is that it makes customers work too hard to find a connection between the product or service and a critical problem the customer needs to solve. If you know you need Apache Hadoop, you might want to talk to Horton works; otherwise, why would you ever contact this company? BlueKai tells you what their product does, but isn't explicit about how this product can help you solve your company's problems.

3.5. SAMPLING PERIOD
The period of research study contained 2 months from 01 March and 30 April 2019.

3.6. SAMPLING FRAME WORK
The population is finite and ''simple random sampling method '' will be adopted for selecting samples from the finite and the sample size 104.

3.7 .DATA COLLECTION METHODS
Researchers need to consider the source on which to base and confirm   their research and finding.They have a choice between primary data and secondary data source and use of both which is termed triangulations or dual methodology.

1.Primary data source :
  - observation
  - action research
  - questionnaires
  - ethnographic research

2.Secondary data source:
The major source of secondary data were the documents and records of the internet and journals and literature review.

3. Data collection: Data collection done through interactions with consumers of Force motors.

3.8. STATSICAL TOOLS:
This part of study is mainly focused on verifying main objectives of study .Researchers use SIMPLE PERCENTANCE ANALYSIS using charts and table ,CHI SQUARE, CORRELATION and ONE WAY ANOVA as statistical tool analysis of data .

SIMPLE PERCENTAGE ANALYSIS
Data collected are edited and coded by using the tally bars .This helps in converting the gathered data into a tabulated grouped data. Percentage Analysis is applied to create a contingency table from the frequency distribution and represent the collected data for better understanding.
Percentage = numbers of respondents number of respondents = 104

CHI SQUARE
A chi square statistic is a measurement of how expectations compare to results .The   used in calculating a chi square statistic must be random, raw mutually exclusive, draw from independent variables and draw from a large enough sample .For example the results of a coin 100 times meets these criteria.

$$\chi_c^2 = \sum \frac{(O_i - E_i)^2}{E_i}$$

CORRELATION
It is the statistical measure of the linear relationship between a dependent variable and an independent variable .It is respected by the lower caste letter 'y,

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$$r = \frac{n(\sum xy) - (\sum x)(\sum y)}{\sqrt{[n\sum x^2 - (\sum x)^2][n\sum y^2 - (\sum y)^2]}}$$

ANALYSIS OF VARIANCE (ANOVA)
It is a collection of statistical models and their associated estimation procedures (such as the "variation" among and between groups) used to analyze the differences among group means in a sample

3.9. PROFILE OF RESPONDENTS

Source	SS	df	MS	F	p-value
Group (Between)	SSR	$k-1$	$MSR = SSR/(k-1)$	MSR/MSE	$P(F_{k-1, N-k}) > F$
Error (Within)	SSE	$N-k$	$MSE = SSE/(N-k)$		
Total	SST	$N-1$			

In social science research personnel characteristics of respondents have very significant role to play in expressing

and giving the respondents about the problem keep this mind ,in this study a set of personal characteristics namely ,age , sex occupation, income of the respondents have been examined and presented in this chapter.

The survey the brand positioning was conducted among Force motors consumers only.The total population is 500 consumers and sample population of my study 104 consumers. I took 21% of the consumers from the total population

TOTAL POPULATION	500
TOTAL POPULATION	104

3.10 HYPOTHESIS

"It is a tentative prediction about the nature of the relationship between two or more variables. It implies that there is a systematic relationship between an independent and dependent variable"

"A hypothesis can be defined as a tentative explanation of the research problem, a possible outcome of the research, or an educated guess about the research outcome."

Keeping in view of objectives of the study, the researcher is frame suitable hypothesis and tested appropriated

THE FOLLOWING ARE NULL HYPOTHESIS OF THE STUDY
- There are the relationships between age and respondents are brand preference an what age are you come to prefer the brands.
- There are relationships between qualification and respondents are factor of the build brand image which categories people like to build brand image.
- Correlation between occupation and know about the brand.
- Correlation between income and prefer the brand.

3.11 SCOPE OF STUDY
- The scope of the study is identifying the brand positioning and consumer r towards to Force motors.
- It is scope the company about distinctive of steps to be taken up in consumer impressive and brand positioning among competitors and also ensure the consume minds.
- It most data collection Force motors consumer only.
- The study helps to gain knowledge about the brand positioning.
- The scope of study is only confined to the project area covered under Thanjavur districts confined about the brand positioning and Force motor consumers only Thanjavur.

3.12. LIMITATONS OF STUDY:
- Data collected may have responds biases.
- The study restricted to Force brand consumers Thanjavur districts.

The research results is applicable only to the selected company

Chi Square Test Relationship between Age of Respondents and Brand Preference

Age/ Brand	Force Motors	Tata Motors	M&M	Eicher	Others	Total
26-30	4	8	7	4	5	28
36-45	5	13	9	9	15	51
46-55	2	3	.5	4	2	16
55-60	1	4	3	1	0	9
Total	12	28	24	18	22	104

Hypothesis

Null hypothesis: There is no significant relationship between Age of respondents and brand preference

GROUP	OBSERVED FREQUENCY	EXPECTED FREQUENCY	O-E	$(O-E)^2$	$(O-E)^2/E$
Aa	4	3.23	0.77	0.5929	0.18356
Ab	8	7.53	0.47	0.2209	0.029336
Ac	7	6.46	0.54	0.29	0.045
Ad	4	4.84	-0.84	0.7056	0.145785
Ae	5	5.92	-0.92	0.8464	0.142973
Ba	5	5.88	-0.88	0.7744	0.131701
Bb	13	13.73	-0.73	0.5329	0.038813
Bc	9	11.76	-2.76	7.6176	0.647755
Bd	9	8.82	0.18	0.0324	0.003673
Be	15	10.78	4.22	17.8084	1.651985
Ca	2	1.84	0.16	0.0256	0.013913
Cb	3	4.3	-1.3	1.69	0.393023
Cc	5	3.69	1.31	1.7161	0.465068
Cd	4	2.76	1.24	1.5376	0.557101
Ce	2	3.38	-1.38	1.9044	0.563432
Da	1	1.03	-0.03	0.0009	0.000874
Db	4	2.42	1.58	2.4964	1.03157
Dc	3	2.07	0.93	0.8649	0.417826
Dd	1	1.55	-0.55	0.3025	0.195161
De	0	1.9	-1.9	3.61	1.9
			$\chi 2$		8.55869

Calculated value $\chi 2$ = 8.55869

Degree of freedom = (R-1) (C-1) = (4-1) (5-1) = 12

The table value of $\chi 2$ for 12 degree of freedom at 5 per cent level of significance is 21.02

Conclusion:

Calculated value of chi square is less than the table value, so the null hypothesis is accepted. Hence it is concluded that

there is no significant relationship between Age of respondents and brand preference.

ANOVA

OCCUPATION		ABOUT FORCE MOTORS	
PUBLIC	9	FRIENDD	8
PRIVATE	36	COLLEQUES	15
OWN BUSINESS	59	RELATIVES	12
		FORCE SALES TEAM	68
		ADVERTISEMENT	1
TOTAL	104	TOTAL	104

Hypothesis

Null hypothesis: There is no significant relationship between Occupation and feeling about force motors

Anova: Single Factor

SUMMARY				Variance
Groups	Count	Sum	Average	
Column 1	104	258	2.480769	0.426811
Column 2	104	351	3.375	1.01335

ANOVA						
Source of Variation	SS	Df	MS	F	P-value	F crit
Between Groups	41.58173	1	41.58173	57.74596	1.03E-12	3.886996
Within Groups	148.3365	206	0.72008			
Total	189.9183	207				

Conclusion: Calculated F value 57.745 and F critical value is 3.88 so calculated value is more than a table value, so the null hypothesis is rejected. Hence it is concluded that there is a significant relationship between Occupation and feeling about force motors.   CORRELATION

OCCUPATION		ABOUT FORCE MOTORS	
PUBLIC	9	FRIENDD	8
PRIVATE	36	COLLEQUES	15
OWN BUSINESS	59	RELATIVES	12
		FORCE SALES TEAM	68
		ADVERTISEMENT	1
TOTAL	104	TOTAL	104

	Column 1	Column 2
Column 1	1	
Column 2	0.859926	1

Conclusion: Calculated value is 0.859, so I concluded it with Occupation and about force motors are positively correlated.

5.1 FINDINGS

The study is conducted to know the brand positioning at Force motors with special reference Thanjavur . A detailed survey is conducted among 104 consumers of Force motors and following are the finding from the study.

Socio –Economic and Demographic profile of the respondents :
- ➤ Majority of the respondents are male.
- ➤ Majority of the consumers selected as sample group are in 36-45 age group
- ➤ Majority of the respondents are married
- ➤ Majority of the respondents are completed UG degree.
- ➤ Majority of the respondents are doing the own business.
- ➤ Majority of the respondents are 10,000-20,000 income group.

Respondent's notion about brand positioning:
- ➤ Most of the respondents   are having the commercial vehicles.
- ➤ Most of the respondents are having the force motors.
- ➤ Most of the respondents are know the force brands through sales team.
- ➤ Most of the respondents are consumer prefer to wheel base.
- ➤ Most of the respondents are consumer if want new brands buying a choose Tata motors.
- ➤ Most of the respondents are consumers said buying brand products rarely.
- ➤ Most of the respondents are consumer say the brand products others.
- ➤ Most of the respondents are satisfaction with the agree price.
- ➤ Most of the respondents are satisfaction with the neutral mileage.
- ➤ Most of the respondents are satisfaction with the neutral engine capacity.
- ➤ Most of the respondents are satisfaction neutral with like the wheel base.
- ➤ Most of the respondents are dissatisfaction with seat capacity
- ➤ Most of the respondents are satisfaction neutral the design.
- ➤ Most of the respondents are consumers say disagree the front door access.
- ➤ Most of the respondents are consumers said not satisfaction for providing the services.

5.2 SUGGESTION:
- ➤ The study suggests brand positioning the consumers to generate and awareness with other competitors customers.
- ➤ The only worry of consumers is regarding the grievance of accessories of the our brands
- ➤ Enhance the seat capacity and inducted the attraction models in market.
- ➤ The change model in school segment vehicles because many school respondents are force brands not applicable of school bus.

- ➢ Other competitor's vehicles attraction with the new models inducted the school segment and commercials segment.
- ➢ Improve the marketing strategies to cover more consumer and attention with new customers.
- ➢ More promotional activates and facing the competitors rival and also provide the free service at least three times.
- ➢ Reduce the price and change the front doors access because many customers said force motor biggest setback the access to front door problems.

5.3 CONCLUSION:

The study analyzed the brand positioning level of consumers about Force motors and it also studies on which aspects the company need to concentrate as well as fails the brand positioning the Force brands hence brand positioning implementation distinctive the brands success to sales in the competitive market a consumer minds our brand positioning in company sustain growth in the growth. Our brand reputation brand of corporate company and most of mnc companies use the force brands only .brand positioning the strategy of marketing so proved the distinctive of it competitors brands .Marketing strategy of retaining of consumers brand positioning .

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