

A STUDY ON BRAND POSITIONING IN DAIRY PRODUCT AT MADURAI, TAMIL NADU

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Abstract: Brand situating is a center idea in promoting. Regardless of the significance of the idea nonetheless, there is restricted examination in the field of situating explaining how much different brand situating choices influence buyer discernments and how situating adequacy can be best estimated. The current paper comprises of three correlative observational investigations pointed toward revealing insight into the last issues. The main investigation investigates the effect of particular kinds of brand situating procedures on buyer order measures. The aftereffects of the subjective examination give proof that customers sort brands dependent on their basic situating systems. All the more explicitly, purchasers arrange brands that share comparative kinds of situating bases into a similar classification.

The current examination is about shopper's contribution in brand situating in dairy item classifications. To distinguish the similitudes and contrasts among the shoppers' view of brand situating, four significant of Aavin are thought about. These are picked to analyze the connection between shopper contribution and brand situating with their particular rivals KC Milk, , SNP Milk, Raaj Milk and dairy on the lookout.

To learn the scale's generalizability and strength, information from a few item classifications are utilized for scale improvement and approval purposes. The third examination introduced in this paper focuses on the open inquiry whether the utilization of certain situating techniques (e.g., highlight based situating). For this reason, an inside and between-subjects configuration concentrate in led that examined the immediate effect of brand situating methodologies on situating viability, estimated according to a shopper point of view. In particular, four unmistakable situating methodologies of genuine brands are assessed as far as situating viability, while controlling for brandspecific, item class-explicit, and socio segment impacts. Steady with the theories got from a thorough writing audit, critical contrast as far as situating adequacy between the central situating systems are recognized. The thesis finishes up with a conversation of the hypothetical, methodological, and administrative ramifications. Moreover, the impediments related with the investigations illustrated in the thesis are tended to and coming about roads for future exploration are introduced.

Key Words: Consumer preference, Brand Positioning, Brand Image.

1. INTRODUCTION:

Branding

Marking offers importance to an organization's name and its items. Through compelling enthusiastic requests and market messages, your business can assist the market with distinguishing your image and separate it from contenders dependent on advantages like better quality, administration or devices. Organizations fabricate brands utilizing significant names, images like logos and different pictures and expressions

Positioning

Situating portrays the manner by which an organization separates itself in the personalities of a specific market section. An organization might attempt to mark itself as the greatest supplier of its item to a specific market, for example. Other business positions themselves as top specialist organizations. Saying you are an exceptionally believed brand or that your business gives unassuming community kind disposition and individual consideration are other situating approaches. Client impression of your business, image and back rubs are critical to successful situating.

Three building blocks of brand positioning

- **The Competitive Frame of Reference**
- **Points of Difference**
- **Point of Parity**

Situating project normally include an interest in both time and cash. For some, little associations, tie is simpler to leave behind than cash. For some enormous associations, cash is simpler to leave behind than time. So if your cash is short and your time bounty, utilize this book and do the vast majority of the work yourself.

2. BRAND POSITIONING AND BRAND IDENTIFY :

Images assist client with retaining association item and administration. They assist us with corresponding positive ascribes that bring us closer and make it advantageous for us to buy those item and administration. Images stress our image assumptions and shape corporate. Images of brand value and help in separating the brand attributes. Images are simpler time remember than the brand names they are visual picture. These can incorporate logo individuals, mathematical shape, kid's shows picture, anything for example. Marlboro has its well-known cow by, Pillsbury has its poppin' new doughboy, Duracell has its bunny, me dianald has doanald, took care of ex has a bolt, and nike swoosh. This load of images assist us with numbering the brands related with them

Logos

A logo is a one of a kind realistic or images that address an organization, item, administration or other element. It is because of logo that client from a picture for the item/administration as a primary concern adidas "three stripes" is a popular brand recognized by its corporate logo

Features of a good logo are

- It Have been simple.
- It ought to be recognized/remarkable. It ought to separate itself.
- It Have been memorable.
- It easily identifiable in full colors, limited color paletts, or in black and white.

Trademark

Brand name is special image, plan or any type of ID that assists individuals with perceiving a brand. The altruism of the seller/creator of the item additionally upgrades by utilization of brand name. Brand name thoroughly demonstrates the business wellsprings of item/administrations. Brand name ought to be unique. A brand name is picked by the accompanying images.

- Tm (signifies unregistered brand name that is an imprint is utilized to advance or brand products)
- Sm (signifies unregistered help mark)

Some Guidelines for Trademark Protections

- Never use brand name as a thing or action word. Continuously use it as a descriptive word.
- Utilize right brand name spelling.
- Challenge each abuse of brand name, explicitly by rivals in market
- Underwrite first letter of brand name, if a brand name show up in point, guarantees that it stands apart structure encompassing text

Factors behind Brand Positioning

- Client contact with the association and its workers.
- Notice.
- Verbal exposure.
- Cost at which the brand is sold.

- Superstar/enormous element affiliation.
- Nature of the item.
- Items and plan presented by contender.
- Item class/classification to which the brand has a place.
- Pop (place to checkout) shows

3. NEED FOR THE STUDY:

- The examination assists with expanding brand attention to the item to client which will be useful to the association.
- To recognize the milk item's status in the personalities of individuals.
- To realize the market position of milk item.
- The investigation will assist with recognizing the current interest for milk parcels.

4. OBJECTIVES OF THE STUDY :

- To distinguish the assumption and impression of purchasers towards the dairy brand
- To know the significant qualities of brands and demeanor of the purchaser in brand situating.
- To character the credit value of the milk brand on the lookout.
- To distinguish (learn) the components impacting buyers choice towards item choice
- To discover justification client inclining toward other brand milk.
- To notice the critical contrast between the brand situating and purchaser purchasing Conduct.
- To evaluate the current market position of the milk item

5. LIMITATIONS OF THE STUDY:

This investigation was directed in the Madurai Tamilnadu with an example size of 100 respondents. This investigation may not address the genuine image of the all out populace. However most extreme consideration has been taken to keep away from one-sided sees structure the clients by setting up an all around communicated survey, still the respondents may have offered inclined viewpoints that might influence the consequences of the investigation. The information gathered for this investigation is restricted to the select Dairy Item classifications and chose client base. The example for this examination is advantageous example from select the retail outlets.

6. SCOPE OF THE STUDY:

For additional examination the investigation might be reached out to other DAIRY Item areas as well. The respondents for this examination are helpful example from select retail outlets and this might be considered from other irregular inspecting strategies for more exactness.

7. REVIEW OF LITERATURE:

For Kotler and Keller (2012) marking comprises of enriching the items and administrations with the influence that a brand gives, fully intent on making contrasts to different items. Brand the executives assists with making mental designs that assist the buyer with getting sorted out their thoughts regarding items and administrations, so it can explain their buying choices and, what's more, in this cycle, enhance the organization. Subsequently, the brand can be a useful asset to accomplish separation and this can mean a significant cutthroat advertising technique (Tasci et al., 2007).

With the right advancement of information about brand the board and strategies to separate labor and products of comparative usefulness that would some way or another be hard to separate, associations can completely take advantage of their assets and enhance the deal they present to the market. Subsequently, an association will do things accurately when it appropriately deals with its arrangement of brands and puts resources into it (Davick et al., 2015). Concerning how the brand ought to be overseen, Tuominen (1999) thinks about that there are two principle ways to deal with the administration of item marks: there are producer's brands and, then again, merchant's brands.

Hypothesis

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.

6. RESEARCH METHODOLOGY:

The exploration is led at Madurai Tamilnadu. The information for the investigation is for the most part gathered through two distinct sources Viz., essential and optional. Essential information is acquired by utilizing an organized poll with five point rating scale from the chose test of 100 clients chose haphazardly at presumed retail outlets like Aavin Milk Stall, More, Raaj Milk Corner and KC Milk Office's. The information is examined by utilizing factual apparatuses like diagrams, charts and F Test to check the goals. Situating is the method involved with making discernment in the buyer's psyche in regards to the name of the organization and its items comparative with its rivals. Brand Situating is characterized as an action of making a brand offer in such a way that it involves an unmistakable spot and worth in the objective client's psyche. It is the key of promoting methodology specifically, to persuade the shopper to purchase. The situating is done to get a positive buy reaction from the clients. A solid brand situating coordinates showcasing procedure by Clarifying the brand subtleties, the uniqueness of brand and its likeness with the serious brands, just as the purposes behind purchasing and utilizing that particular brand. A brand's discernment lives in the client's mind and don't exist outside client's psyche. Consequently, situating endeavors are not aimed at the item; rather they are aimed at the client's psyche. Situating is tied in with molding a picture about a brand in prospect's psyche Item situating impacts the assessment of options and buy stages. The idea of item situating is to recognize one brand's item to the others. It has two phases - the shopper analyzes the items presented by various brands, and potentially picks one. As the customer thinks about items, item situating will assist the buyer with deciding the contrasts between the items, and assist them with choosing the item which best meets the assessment rules. Assuming a buyer needs to buy an item, they play out a degree of critical thinking to decide the item and brand to buy. An enormous factor in the critical thinking is the customer's degree of contribution with the item.

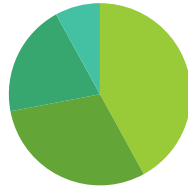
7. DATA INTERPRETATION

The greater part of the Dairy items depends on a feeling that ingrains craving for moment satisfaction. The incorporated advertising correspondence (IMC) methodologies and projects are worked to convey moment delight to clients to meet those cravings. With the evolving times, each brand is discovering inventive approaches to take advantage of buyers' longings for moment satisfaction fusing expressions like 'purchase now'. Brands are giving moment data about items, area, and other data through Web, Direct shopping, and some more. As of late, these types of publicizing become standard advertising plans to endure and stamp a situation in the personalities of clients.

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

Age	No Of Respondents	Percentage
20-25	42	42
26-30	30	30
31-40	20	20
41 and above	8	8

AGE OF THE RESPONDENTS



- 20-25
- 26-30
- 31-40
- 41 and above

From the above table it is surmised that 42% have a place with the age gathering of 20-25years, 30% have a place the age gathering of 26-30, 20% age gathering of 31-40, and above 8% have a place the age bunch respondents 41,

TABLE II HOW DO KNOW ABOUT AAVIN DAIRY PRODUCTS AND BRANDS

Promotions	No of Respondents	Percentage
TV	65	65
Online	15	15
News Paper	12	12
Others	8	8

The above graph shows the attention to Aavin Item i.e., the manner in which clients know about AAVIN Organization. Out of 100 examples, 65% of individuals know about the brand with the assistance of TV, 15% through On the web, 12% by Paper, 8% Different Sources.

TABLE III CONSUMER PREFERENCES TOWARDS AAVIN PRODUCTS AND BRANDS

Consumer Preference Aavin Products	No of Respondents	Percentage
Milk	60	60
Curd	30	30
GHEE	10	10

The above diagram addresses, individuals, who like a specific sort of Aavin items. Out of an example size of 100, 60% of individuals like Milk, 30% like Curd, 10% pick Ghee,

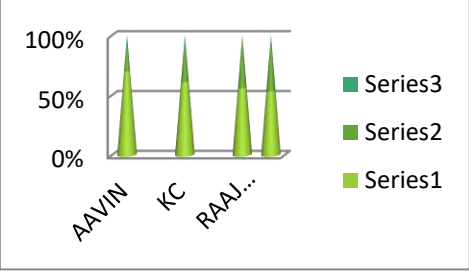
TABLE VI FREQUENCY OF PURCHASE OF DAIRY PRODUCT

Frequency Of Purchase	No Of Respondents	Percentage
Daily	81	81
Weekly	10	10
Once in a Month	7	7
Occasionally	2	2

The above outline given here addresses ,how regularly individuals buy AAVIN products.where,81% of individuals goes for a buy on Everyday schedule ,10% of individuals goes for buy Week after week , 7% shops "once in a month " and staying 2% shops Sporadically.

TABLE V RANKING OF PRODUCTS

Brand / Ranking	I Rank	II Rank	III Rank
AAVIN (MILK)	70	20	10
KC (MILK)	55	25	10
RAAJ (MILK)	45	30	5
SNP (MILK)	37	25	7



The above graph given here addresses, Positioning of the Dairy product. where, 70% of individuals Reacts AAVIN and 55% of individuals reacts KCMilk 45% of individuals like RAAJ and 37% of individuals like SNP

7. FINDINGS AND CONCLUSION

Larger part of the respondents in this examination know about AAVIN items and are matured somewhere in the range of 25 and 30 yrs. This investigation sees that AAVIN entered market as a contender and designated every one of the gatherings of clients. Among the current rivals on the lookout, AAVIN is found to carry out promoting procedures. From the investigation, the discoveries show that greater part of the respondents know about AAVIN milk and curd item. Respondents feel that AAVIN Items were effective for its publicizing endeavors. It is seen that wide scope of AAVIN items satisfy Worldwide quality guidelines and are created based on Indian shopper experience. This assisted AAVIN with cutting across the messiness and is likely its item suggestion.

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