

Vol 5 Issue 6 July 2015

ISSN No : 2230-7850

International Multidisciplinary
Research Journal

*Indian Streams
Research Journal*

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RNI MAHMUL/2011/38595

ISSN No.2230-7850

Indian Streams Research Journal is a multidisciplinary research journal, published monthly in English, Hindi & Marathi Language. All research papers submitted to the journal will be double - blind peer reviewed referred by members of the editorial board. Readers will include investigator in universities, research institutes government and industry with research interest in the general subjects.

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MY WAY IS DIFFERENT – Mantra of BRAND



K. Prabhakar Rajkumar¹ and Mareena Abraham²

INTRODUCTION

Today's world is covered with unlimited products with different brands, but still today people are very conscious and stand by the side of those successful and loyal brands because of its efficacy and great performance in the market. Successful brands are the examples of good positioning strategies which made them to stand at a great position and improving its unique identity in the competitive market, where every brand are fighting to come first in the race of success. A very striking and highly successful brand is following some special or amazing strategies which attract the consumers towards their product.

The line "My way is different" signifies an inimitable character of a product that should be innovated in such a way that could be in the mind of customers for longer period of time and which could sustain its life in this competitive world. Brands can create franchise of loyal customers only when they are different from other in the

ABSTRACT

Product positioning has been an important part of marketing since companies began to recognize the relevance of having control over their image. The article signifies about how the brands play crucial role in introducing a new product in market and how effective and efficient positioning strategies make the product to create a unique place in mind of consumers. Systematic positioning leads the product to recall the brand on the tips of consumers. The paper concludes that positioning is applicable to product at broader sense, and how a brand becomes a trust worthy factor for consumers while buying the product.

KEYWORDS : Positioning, Brands, Products, Brand awareness, Brand loyalty.

Short Profile

K. Prabhakar Rajkumar is Working as an Assistant Professor at Department of Commerce in Periyar University, Salem.

target segment of market i.e. all the goods and service should be different from each other.

Brands can be related to any kind of concept like it can be valuable product, successful companies and institutions, beautiful and wonderful places, satisfying service and eminent and great personalities. Today well-known and famous products which are on the tips of consumers such as Nokia, Colgate, Lux, Lifebuoy, Dettol, Horlicks, Tata Salt, Pepsodent, Britannia , Reliance Mobile

etc they all follow relevant positioning strategies that creates uniqueness, credible, sustainable and valued place in consumers' minds for their brands.

Importance of positioning in different brands:

In first public appearance, successful brands adopted the strategy of "positioning by competitors"; they enhance the product with a motive to create a distinct space in the minds of consumers. Some of the established brands play

²Assistant Professor, Dept of Commerce, Periyar University, Salem.

³Ph.D Research Scholar, Dept of Commerce, Periyar University, Salem .

a dominating role in the market by their excellence and tremendous unique strategy of business sense like Aavin milk, Brooke bond 3 roses, Nescafe, Bru, Colgate, Nano Car.

1.Aavin Milk:



The line denote by this product “even better than gold” made the brand successful in south India for the distribution of quality milk and milk product or variant to appealing consumers at reasonable prices in the entire area of south India. This is a government based product which is suitable for all level of family group in south India.

2.Brooke Bond 3 Roses:



A memorable tea brand Brooke bond 3 roses a perfect combination of colour, taste and strength which is also good for your health, this product is rich in flavonoids which improves the blood circulation of the body. The brand signifies the important of health in the busy life of person

The two distinct variant of this product are:

Brooke bond 3 roses natural care: combination of tea and five natural ingredients i.e. Tulsi, Ashwagandha, Mulethi, Ginger & Cardamom which help to enhance immunity.

Brooke bond 3 roses mind sharp: contains the natural goodness of Saffron, Vallrai/ Brahmi & Almonds

3.Nescafe:



Nescafe a prominent brand which positioned its merchandise of goodness of happiness and something special in our little daily moments of life which created a feeling of satisfaction with a first sip of hot milky coffee to make the day wonderful and relaxing.

The successful brand of coffee shows the feeling of richness of coffee which could make the hard situation of life more relaxing and comfortable. Nescafe always explores its products in different ranges of coffees according to the need and taste of consumers.

4.Bru:



1. Bru:



BRU strong positioning is mainly based on the feeling to bring the people together to enjoy the life “a cup of togetherness - thoda bru time nikaliye, apno ko aur kareeb se jaaniye” line emphasis on a cup of coffee we can share more our experience of life. Bru coffee gives the aroma of filter coffee to consumers, who consume it. So this unique nature of product made the brand to create something new and different in the market.

5.Colgate:



The illustrious brand of toothpaste Colgate changes the product quality, attributes, packaging and price according to the needs of consumers from years even though there is lot of competition in the market. A consumer can allot a position in his/her mind only if she/he can form a picture of a given brand. And this based on the functional attributes, performance and emotional values through advertising. Thus Colgate has a dominant claim on the position of an 'anti-tooth decay' and 'fresh breath' toothpaste. Colgate strongly positioned there product in the market by building up awareness among the customers about the best quality of the toothpaste i.e. very strong teeth "by the use of Colgate your teeth becomes more stronger" and their different variant product and their efficient packaging methods, reasonable prices, delighting features and attributes and exclusive innovation in their product line from years. Colgate started its product range in 1970 with a tooth powder which stronger the teeth, then it slightly shifted to tooth paste and gels, with new innovating ideas company change the product to Colgate "max fresh" – a gel toothpaste which contains menthol for fresh breath, whiter teeth and fight cavities. In this series they added new product or variant to enhance their brand equity, company introduce a new product which strongly positioned on 2 in 1 product "Colgate Icy Blast whitening" it emphasises on two things one it's a toothpaste as well as mouth wash also, which helps to remove plaque, refreshes your teeth & gums and brighten teeth – for a more beautiful and confident smile.

6.Nano Car:



NANO CAR: "A promise is a promise" Ratan Tata Chairman, Tata Sons

This great man always thought to launch a car which could be economical, comfortable and affordable to middle class families. Then Ratan Tata announced his vision of small car Nano affordable at Rs 1 lakh. The product was positioned in the eye of consumers at low price, regulatory requirement and acceptable performance standards. Still now company is creating new ideas to innovate the product in market to enhance the dreams of consumers. These all products had a proper and strong initial positioning setup for their successful brands; In addition to that there were some correlated factors that also contributed to its wide consumer appeal in India as well as all around the world. Maximum people were attracted to these products because of their affordability and comfort ability; moreover they were easily reachable to peoples across the country. These products are fast more superior to competing products i.e. "too much of good things come in small packets"

Not only product play an important role for positioning but eminent personalities also have their own positioning strategy to influence the peoples such as incredible film superstar Mr. Rajinikanth, massive cricketer Sachin Tendulkar, and one of the famous rock star/superstar dancer of world Michael Jackson, these all reputed persons are famous in their own fields as well as they positioned their field in a unique manner to boost up in the eye of everyone in the entire universe.



Rajinikanth the famous hero of south India who has a strong positioning factor to influence the peoples not only in south region but in the entire country. Rajinikanth is famous for its stylishness and simplicity among the people. Most of the people are influenced by his unique acting, his positioning and brand equity make people crazy about him. Then comes king of cricket - Sachin Tendulkar has positioned himself in the field of cricket as "Master blaster" all the people around the world are influenced by his cricket techniques on the field and he is brand ambassadors of different product such as MRF, Adidas, Boost, Luminous inverter, etc. Moreover of all this he is a good human being having human value, he always did the work in favour of national interest the reason was that he refused to do advertisement for a liquor company. At last not least the incredible dancer of world Michael Jackson his craziness in dance make the others also dance on his beat and tune, moreover that his physical appearance was more unique than other eminent personality.

Ways to improve the Brand values in the market:

The victory of any product and a prominent brands are influenced by the distinctive features such as

Unique name: Product naming is the discipline of deciding what a product will be called, it is the critical part of branding process, this only lead to many marketing activities such as positioning , packaging, logo, etc. some of the example of unique name of products Apple, Karbonn Mobiles, Orange, True nice biscuits, Coca cola, Rough and tough

Attractive Logo: A logo is an extremely important

aspect of business, logo invokes strong emotions for the products and which can inspire the customers to buy the product.



Affordable price: 70% percent of the population in India is still getting a monthly income of Rs.1000. so pricing of product play an important role for positioning any brands in the market and where people are ready to buy them, for example in India firstly Spice jet introduced economical class which is in range of every individual.

High quality at cheap price: At first Velvet Shampoo introduced 50paise shampoo sachets, followed by other branded shampoo. If the products with high quality are introduced at fewer rates from other brands then this kind of positioning help the companies to increase more number of valuable customers for the product and this lead to more brand loyalty for the products.

Good looking and packing: Different features of the product make the brand more unique in the eye of consumers such the colour, thin size of chips, design, and uniformity. This all unique features make the brand more attractive in the eye of consumers. Lays and Dairy milk brands are the best example of positioning through effective and efficient packaging of the products. In lays brand has its unique quality of uniformity of chips i.e. same design and taste in every single slice of chips which attract the consumers to buy more than other brands. Usually chocolate where for children, but Dairy Milk Chocolate brand has change the uniqueness of chocolate in eye of peoples that chocolates are now for everyone, its bring the

feeling of love among people, where people enjoy their life with this unique brand.



Suitable advertisement: Advertisement mostly influences the customers to buy the products of different brands. Good and attractive advertisement makes the people aware of the product and brands.

Differently think: The popular brand for watches THE TITAN always think different for the product they launch in the market. This brand emphasizes that their product not only shows the value of time but it also shows that the watches can be gifted to anyone as a token of love.



Satisfying customers' needs and wants: Products are made according to the need of customers whether it's male or female. When marketers did their research in face creams they found that maximum males are using fair & lovely to become fairer, by this they concluded that males are also more conscious about looking fairer and handsome, so emphasizing the male group Emami brand launched the fairness cream for men, named it as Fair and Handsome.

FINDINGS:

1. The main finding from the article is brand awareness and brand image influence the customers to buy the products.
2. During product development stages proper positioning patterns would make the product life more sustainable in the market.
3. Product positioning supports the companies to make the people aware of health.
4. Positioning makes the product distinguish from other products.
5. All the distinctive features of product make the brands more successful in the market, such as unique name, logo, reasonable price, good packaging, effective advertisements, differently thinking, etc.

SUGGESTIONS:

Sustainability of market positioning: The companies should take active steps to innovate their existing product and create something new and unique, so that they could sustain their brand unique quality. With effective positioning strategies make the product to survive in the competitive market.

Periodical evaluate market positioning: Always there should be periodical evaluation of the product quality and companies should take initiative steps to make more effective and efficient positioning patterns to increase the growth of the brands.

Frequently observe the change in customers taste and expectations: The taste and preference of consumer's changes according to time and situations, so companies should keep

an eye on the changing behavioural pattern of consumers and also regularly check the expectation of the consumers from the brands prevailing in the market.

Quality and nature of competitors: The companies should have an overlook on the competitors changing movements and behaviours in the market. The manufacture should have an eagle eye to look over the strategies of competitors' brands and take innovative steps to come first in the race of success.

Capturing of new customers: Companies should go for always new resolutions, to attract more customers for the brand. Make the consumers aware of product, create confidence and trust for the brand, innovate the product to increase the brand loyalty among the new customers.

Don't lose existing customers i.e. 100 satisfied customers can introduce only few new customers, where as one dissatisfied customer can carry away many existing customers: A good customer value proposition will provide convincing reasons, why a customer should buy your product and differentiate your brand from other brands. So companies should pay attention on existing customers to build a strong link between the customers and company. And always take feedback from the existing customers to fulfil all the expectations of them from a brand.

CONCLUSION:

Positioning became a roaring success, the buzzword of advertisement and marketing people around the world. Positioning is the concept which changed the nature of advertising; where in advertising companies are selling the soul of brands to the public, whereas positioning is generating some new ideas about the product in the mind of consumers. Throughout the article brands uniqueness influenced the consumers to buy the products. The companies should always

aim to introduce new customers and to retain the existing customers of the brands.

Companies should involve in such kinds of activities which are helpful in making a positive image of the brand. Once the image is built up in minds of consumers, and then they are ready to purchase the product frequently, which resultantly enables to create a position in mind of the consumer and hence build the goodwill of the companies.

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K. Prabhakar Rajkumar
Assistant Professor, Dept of
Commerce, Periyar University,
Salem.

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