

A STUDY ON BRAND POSITIONING OF ROYAL CHEF BASMATHI RICE IN CHENNAI.

Mr. Ashfaq Ahmed Haneef

II year MBA student,
MEASI Institute of Management.

Mrs. W. Shabeena Shah

Assistant Professor,
MEASI Institute of Management

Abstract

Branding is an ongoing process of looking at your company's past and present and then creating a cohesive personality for the company and its products going forward. Branding aims to establish a significant and differentiated presence in the market that attracts and retains loyal customers. Branding is the process of creating and disseminating the brand name. Branding can be applied to the entire corporate identity as well as to individual product and service names. The idea is to identify and attempt to "own" a marketing niche for a brand, product, or service using various strategies including pricing, promotions, distribution, packaging, and competition. This study focuses on the brand positioning of royal chef basmati rice measuring the brand awareness, price and quality, customer satisfaction and recommendation of the brand to others. The study was carried out on a sample of 187 respondents in the Chennai city.

Key Words: Brand Positioning, brand awareness, price, quality, customer satisfaction and brand image

Introduction

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

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 its 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.

The brand positioning is the place in the consumer's mind that you want your brand to own. It is the benefit you want your consumer to perceive when they think of

your brand. A strong brand position means that the brand has a unique, credible and sustainable position in the mind of the consumer. A marketing strategy that aims to make a brand occupy a distinct position, relative to competing brands, in the mind of the customer. Once a brand is positioned, it is very difficult to reposition it without destroying its credibility.

Brand positioning has been defined by Kotler as “the act of designing the company’s offering and image to occupy a distinctive place in the mind of the target market”. In other words, brand positioning describes how a brand is different from its competitors and where, or how, it sits in customer’s minds.

BRAND POSITIONING STRATEGIES:

- Positioning by product attributes and benefits:

It is to associate a product with an attribute, a product feature, or a consumer feature.

- Positioning by price/quality:
Price/Quality characteristics for positioning is to focus on the quality or value offered by the brand at a very competitive price.
- Positioning by competitor:
An effective positioning strategy for a product or brand may focus on specific competitors.
- Positioning by use or application:

A specific image or position for a brand to associate it with a specific use or application.

- Positioning by product user:

Positioning a product by associating it with a particular user or group of users is yet another approach.

OBJECTIVES OF THE STUDY

- To understand the sources of awareness about the brand of Royal Chef basmati rice
- To understand whether the income of the respondents influence the rating for quality
- To know whether gender of the respondents influence the frequency of purchase
- To describe the level of agreement of respondents with the brand image
- To find out whether the respondent will recommend royal chef to their family

REVIEW OF LITERATURE

- Levitt (2013) there are four elements for building a successful brand, namely tangible product, basic

brand, augmented brand and potential brand. Tangible product refers to the commodity which meets the basic needs of the customers. Basic brand, on the other hand, considers the packaging of the tangible product so as to attract the attention from the potential customers. The brand can be further augmented with the provision of credibility, effective after-sales services and the like. Finally and most importantly, a potential brand is established through engendering customer preference and loyalty. By doing so, the image of the brand could be well instilled in the customer's mind.

- Soundaraj & Rengamani (2012) have studied the inevitability of positioning in the present marketing scenario, with special reference to Indian marketing conditions. According to them, positioning is not what you do to a product, but what you do to the minds of the prospect customers; that is, you position the product in the mind of the intended client. It is understood that a

product's position is the way in which the product is defined by consumers on important attributes and the place the product occupies in the minds of the consumers relative to competing products.

- Rao & Steckel (2014) define a brand's positioning as the relative perception of it within a significant group of customers. At the same time, both authors argue that segmentation and positioning are often treated as independent concepts, in practice and in the literature. Nonetheless, they claim, positioning is valueless if outside of its target segment.
- Aaker (2014) assess that brand positioning plays a vital role in consumer perception especially when their buying pattern is not defined. Branded items gives the feeling of familiarity especially in low involvement products for example soaps and other day to day usage items, media and advertisement are effective tools for awareness.

RESEARCH METHODOLOGY

This study is **descriptive** in nature as it brings out the facts of consumers preference. For this research purposive sampling is used. The sample size for this study is 185.

In order to collect the primary data questionnaire is used as the research instrument it consists of a set of questions

arranged in a logical pattern for the respondents to answer. The type of questionnaire used is structured disguised in which lists of questions were formed, so as to collect the facts. The main statistical tools used for the collection and analyses of data in this project are: percentage analysis, chi-square analysis, one way anova, t test.

ANALYSIS AND INTERPRETATION

I Table showing how the respondents came to know about the brand in percentages:

Options	Frequency	Percent
Friends\Family	42	22.7
Advertisement	27	14.6
Shops	23	12.4
Relatives	41	22.2
Neighbour	32	17.3
Others	20	10.8
Total	185	100.0

INTERPRETATION:

From the above table and charts, it is found that majority of the respondents (22.70%) known from friends followed by 22.2% of the respondents known from relatives followed by 17.30% of the respondents known from neighbour followed by 14.60%

of the respondents known from advertisement followed by 12.43% of the respondents known from shops and 10.81% of the respondents known through other source.

II ANOVA TEST

NULL HYPOTHESIS (H_0)

There is no significant difference between the monthly income of the customers and the rating of quality of the product.

ALTERNATIVE HYPOTHESIS(H_1)

There is significant difference between the monthly incomes of the customers towards the rating of quality of the product.

ANOVA

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	16.062	4	4.016	2.885	.024
Within Groups	250.500	180	1.392		
Total	266.562	184			

Independent Samples Test

		Levene's Test for Equality of Variances		t-test for Equality of Means						
		F	Sig.	t	Df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	95% Confidence Interval of the Difference	
									Lower	Upper
age group	Equal variances assumed	10.163	.002	-2.076	87	.041	-.545	.263	-1.067	-.023
	Equal variances not assumed			-2.237	86.981	.028	-.545	.244	-1.029	-.061

INTERPRETATION

As the p value is less than 0.05

Reject Null Hypothesis and accept the alternate hypothesis

OUTCOME

There is significant difference between the income of the customers and the rate of quality of the product.

III T- TEST

NULL HYPOTHESIS (H_0)

There is no significant difference between the gender of the customers and how often people purchase the brand.

ALTERNATIVE HYPOTHESIS(H_1)

There is a significant difference between the gender of the customers and how often people purchase the brand.

Group Statistics

	how often you purchase and use royal chef rice	N	Mean	Std. Deviation	Std. Error Mean
Group	regularly	53	3.57	1.380	.190
	occasionally	36	4.11	.919	.153

INTERPRETATION

As the p value is less than 0.05

Reject Null Hypothesis and accept the alternate hypothesis

OUTCOME

There is a significant difference between the gender of the customers and how often people purchase the brand.

IV Table showing will the respondent recommend royal chef to their family in percentages:

Options	Frequency	Percent
Yes	15	8.1
No	40	21.6
maybe	130	70.3

INTERPRETATION: From the above table and chart, it is inferred that majority of the respondent (70.3%) say may be followed by 21.6% of the respondent say no and 8.1% of the respondent say yes.

Table showing the rate of brand image in percentages:

Options	Frequency	Percentage
Strongly disagree	11	8.6
Disagree	11	5.9
Neutral	11	5.9
Agree	106	57.3
Strongly agree	41	22.2
Total	185	100

INTERPRETATION: From the above table and chart, it is identified that majority of the respondents (57.30%) rates agree followed by 22.16% of the respondents rate strongly agree followed by 8.649% of the respondents rates strongly disagree followed by 5.946% of the respondents rates neutral and 5.946% respondents rates disagree.

FINDINGS

It is found that majority of the respondents (22.70%) came to know royal chef rice from their friends.

It is found that there is significant difference between the income of the customers and the rate of quality of the product.

It is found there is a significant difference between the gender of the customers and how often people purchase the brand.

It is identified that majority of the respondents rate agree towards the brand image.

It is found that majority of the respondents may recommend Royal chef rice to friends and family.

CONCLUSION

Royal chef rice is having good reputation in its all the areas of operation. In this study the researcher has conducted an analysis of brand position of Royal chef rice. From analysis and interpretation it can be understood that the company has strong competition. They should try to launch new advertisement campaigns to retain the existing consumers and attract new consumers. So it can be concluded that the company should not go back from the

present programmes and it should implement more and more schemes and campaigns which ensures on-going improvement in the brand position of the products.

Company should concentrate more on advertisement as it plays a vital role in influencing new buyers and also retain old customers. They should provide promotions and discounts along with the product. Royal chef rice have to concentrate more on media advertising. The promotion activities of Royal chef have to be improved as it doesn't have proper promotional strategy, the promotion should be attractive.

Royal chef must give best after sales service to attract more customers and highly work on their customers to retain them. The customers must remain to be loyal to Royal chef irrespective to the prices and to be made aware about the various methods used by Royal chef for creating awareness among the customers.

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