

Examine the Brand Positioning Effects with Reference to Soft Drinks

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ABSTRACT

This exploration paper shows a system for surveying brand positioning and purchaser recognitions on soft drinks particularly Bovonto. This review elucidates the parts of value, item qualities, product accessibility and cost in assessing procedure of buyers' soft drinks decision. The drinks part in India has experienced huge change in the previous 10 years. The carbonated and non-carbonated drinks industry India is to become closes around 45 for each penny every year and would triple or four times in size by 2020. Customer inclinations are more unpredictable and much more essential for retailers today than in past. To test speculations, information was gathered from 107 respondents. Specifically, it was found that when shoppers assess the nature of an item, they may recover the builds straight forwardly identified with quality. One of the benefits of this review is that factors like brand positioning, word of mouth, purchaser expectation and perception, feedback of the customers may assume critical parts in understanding buyer perception about choosing soft drinks.

Keywords-- Brand Positioning, Consumer Preference, Soft Drink, Soft drink industry

I. INTRODUCTION

BRAND POSITIONING

Brand positioning refers to "target consumer's" inspiration to purchase mark inclinations to others. It is an astoundingly delighted technique in the advancing field. It is ensuring that all brand development has a commonplace point, is guided, facilitated and passed on by the brand's favourable circumstances to buy; and centres at all motivations behind contact with the consumers. Remembering the true objective to make a specific place in the market, a forte exhibit must be purposely picked and a differential great position must be made in their awareness. Brand positioning is a medium through which an affiliation can delineate its clients what it needs to achieve for them and what it needs to plan to them. Brand

positioning can be portrayed as a development of making a brand offer in such a path, to the point that it has an unmistakable place and motivating force in the target consumers mind. Positioning of brand personality and choosing reasons for likeness and differentiations to find the right brand identity and to make a suitable brand image. Brand positioning is the key of marketing technique. A strong brand positioning coordinates advertising procedure by clarifying the brand points of interest of premium, the uniqueness of brand and its comfort with the conclusive brands, and also the reasons behind acquiring and using that specific brand positioning is the base for making and extending the required learning and perspective of the customers. It is the single segment that isolates your organization from your rivals.

II. INTRODUCTION ABOUT THE INDUSTRY

Soft drinks are consumed by all except for the people who can't stand to buy any drink. NCAER says that 91% soft drinks arrangements are made to the lower, middle and upper class people. The soft drinks business suggests the business that produces drinks which is particularly arranged. Refreshment era can change altogether dependent upon the drink being made. Diverse bits of required information fuse the data of if said drink is canned or bundled (plastic or glass), hot-fill or cool fill, and trademark or customary. Improvements in the drink business, catalyzed by sales for non-blended refreshments, include: refreshment plants, drink taking care of, and refreshment pressing.

III. OBJECTIVES OF THE STUDY

- To study the brand positioning of Bovonto
- To identify the expectation and perception of consumers towards the brand Bovonto.

- To know the consumers satisfaction and opinion towards the brand Bovonto.

IV. NEED AND SCOPE OF THE STUDY

- The brand position shows that how healthy an organization performs in the markets and flourish their brand image compare to their rivals.
- The reach of soft drinks has been spread to all segments in this recent era as a result there is a scope of Indian brand provides soft drinks with good quality without any side effects.
- There are many foremost brands in the market eg. Coke and Pepsi in order to prolong the market, the company should have good brand positioning and image in the market to compete the rivals.

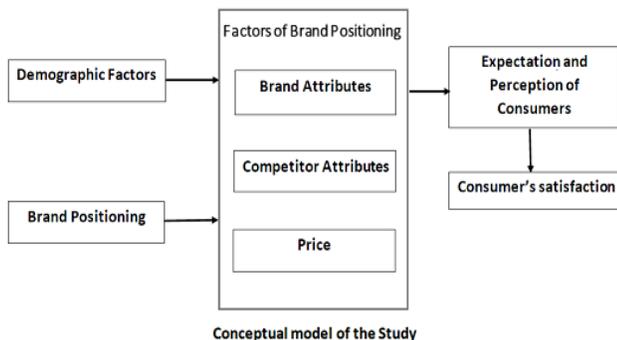
V. LIMITATIONS OF THE STUDY

- The answers were dependent on the attitude, opinion and sharing mentality of the respondents
- The survey was limited only a geographical area of Chennai.

VI. REVIEW OF LITTERATURE

Hooley, Greenley, Fahy, & Cadogan - A broad assortment of writing records that situating is a focal achievement component to a brand's performance and association's upper hand. **Day & Wensley**-Strategic market situating alludes to the aggressive market remaining of a firm against its rivals, where firms look for approaches to send firm-particular assets to assemble positional advantages. **Crawford**-Brand situating, then again, concentrates on impression of purchasers about a company's items or brands. **Hooley, Broderick, & Moller**-Many reviews have highlighted the significance of brand situating as a component to deliver added value.

VII. CONCEPTUAL MODEL OF THE STUDY



VIII. RESEARCH METHODOLOGY

The research paper was embraced to assess the brand positioning of soft drinks particularly Bovonto. The required information for this review were assembled from the chosen respondents in Chennai. The review generally relies on upon essential information gathered through an all around organized survey to draw out the opinions from the respondents. The researcher chose the customers as sampling by adopting receiving non probability convenient sampling method. 107 questionnaires were haphazardly conveyed to the consumers of soft drinks and field study was led for a time of 3 months (JAN 2017 - MAR 2017). The gathered information were investigated for the most part by utilizing Kalmogorov-Smirnov test, ANOVA and chi square distribution.

IX. TOOLS AND ANALYSIS

ANOVA

Null Hypothesis Ho: There is no significant association between Bovonto is different from other soft drinks and clear understanding on this brand

Alternative Hypothesis H1: There is significant association between Bovonto is different from other soft drinks and clear understanding on this brand

Bovonto is different from other soft drinks.

	Sum of Squares	Df	Mean Square	F	Sig.
Between Groups	104.777	3	34.926	232.319	.000
Within Groups	15.485	103	.150		
Total	120.262	106			

Bovonto is different from other soft drinks.

Duncan^{a,b}

clear understanding on this brand.	N	Subset for alpha = 0.05			
		1	2	3	4
disagree	8	1.8750			
neutral	27		2.7778		
agree	30			3.8000	
strongly agree	42				4.8571
Sig.		1.000	1.000	1.000	1.000

INTERPRETATION

Based on result generated by SPSS, the significant value is 0.000 and it is lower than 0.05 so reject null hypothesis. Hence there is a significance association between Bovonto is different from other soft drinks and clear understanding on this brand

CHI SQUARE TEST

Null Hypothesis Ho: There is no significant association between brand positioned with effective pricing and word of mouth helps to reach out to various customers

Alternative Hypothesis H1: There is significant association between brand positioned with effective pricing and word of mouth helps to reach out to various customers

brand positioned with effective pricing

	Observed N	Expected N	Residual
strongly disagree	7	21.4	-14.4
disagree	17	21.4	-4.4
neutral	23	21.4	1.6
agree	36	21.4	14.6
strongly agree	24	21.4	2.6
Total	107		

Word of mouth helps to reach out to various customers

	Observed N	Expected N	Residual
strongly disagree	4	21.4	-17.4
disagree	7	21.4	-14.4
neutral	21	21.4	-.4
agree	33	21.4	11.6
strongly agree	42	21.4	20.6
Total	107		

Test Statistics

	brand positioned with effective pricing	word of mouth helps to reach out to various customers
Chi-Square	20.991 ^a	49.963 ^a
df	4	4
Asymp. Sig.	.000	.000

INTERPRETATION

The calculated value of brand positioned with effective pricing is 20.991 and word of mouth helps to reach out to various customer is 49.963 and it is significant at this level of significance 0.000 at degrees of freedom 4 and it is less than 0.05 so reject null hypothesis and accept alternate hypothesis. Hence there is significant association

between brand positioned with effective pricing and word of mouth helps to reach out to various customers.

ONE SAMPLE K-S TEST

One-Sample Kolmogorov-Smirnov Test

		Brand image is outstanding
N		107
Normal Parameters ^{a,b}	Mean	3.7477
	Std. Deviation	1.22161
	Absolute	.292
MostExtreme Differences	Positive	.153
	Negative	-.292
Kolmogorov-Smirnov Z		3.022
Asymp. Sig. (2-tailed)		.000

a. Test distribution is Normal.

b. Calculated from data.

INTERPRETATION

Based on results the kolmogorov smirnov test indicates the probability of Z which is 3.022 and the significant value is 0.000. so it is concluded that brand image of Bovonto is outstanding.

X. FINDINGS AND RESULTS

65% respondents say that Bovonto is available in all shops. 49% respondents are ready to buy Bovonto even if no advertisement. 42% respondents say that Bovonto comes to their mind when soft drink is mentioned. 72% respondents say that post Pepsi and coke crack down, Word Of Mouth strategy helps Bovonto to reach out to many customers. 47% respondents say that Bovonto does Social responsibility things. 58% respondents say that good communication strategies and effective pricing makes Bovonto position well in the market. 66% respondents say Bovonto is different from other soft drinks. 42% respondents feel that it can build recognition. 68% respondents are satisfied with the taste.38% respondents are satisfied with the cost. 59% respondents are satisfied to re purchase Bovonto. 33% respondents are satisfied with the quality. 76% respondents are satisfied with the brand image .82% respondents are satisfied with the brand confidence. 59% respondents are satisfied to recognize the brand. 73% respondents are satisfied with the brand and might try out new products. 49% respondents feel that the opinion of outside world is important. 68% respondents would prefer Bovonto. 58% respondents feel Bovonto is better than other soft drinks.

XI. CONCLUSION

This is the high time for Bovonto to position its Brand in the market. The study reveals that most of the

people would change to Bovonto since it is the native desi brand. By ensuring that there are proper ads which reaches the end user and attracts the people. There can be some more varieties which can be added up to attract and boost the sales and to position high in the market against the competitors. The study also points out the importance of Word of Mouth strategy which actually helped to reposition its brand image recently after the crack down on other soft drinks. The effective pricing also helped to achieve the goal in shortest duration.

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