

Impact of Brand Positioning on Consumer Purchasing Decision Of R15 at Scarlet Yamaha Pvt. Ltd. Mysuru

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Abstract: *Brand positioning is a process of creating an image in the minds of customers on the product by the company. The main objective of the study was existing brand positioning strategies of Yamaha R15 at Scarlet Yamaha. To evaluate the effect of brand positioning strategies on the purchase decision of customers. To identify the features of Yamaha R15 which influence the customers in making a purchase decision and to study the brand elements of Yamaha R15 at Scarlet Yamaha with respect to brand positioning. Here a study was conducted on brand positioning at Scarlet Yamaha Pvt. Ltd. various influencing factors like brand value, customer insights, customer income status, brand character, brand elements were considered for the study. The research done was descriptive in nature with the sample size of 100. The results were obtained by using SPSS 2.02 version software. T-test, ANOVA, ONEWAY Test, correlation test were been done to check out the factors of influence.*

Index words: *Brand positioning, positioning strategies, and brand awareness*

I. INTRODUCTION:

Brand positioning refers to focus on customer's motivations to purchase brand in inclinations to others. It is an extremely appreciative part of the marketing and advertising zone. It guarantees that all brand exercises has a typical point led, coordinated and conveyed by the brand's advantages to purchase and center for all purposes of contact with the customer. With a specific end goal to make an unmistakable place in the specialty advertise it must be precisely picking a differential esteem advantage that must be made in the minds of the customers. "An organization communicates its identity to consumer Through its branding and marketing strategies. A brand can be perceived as a product, a set of values and position it occupies in consumer's minds". A complete marketing system involves several strategies whereas Brand positioning acts as the core part of strategies in the marketing system. It is the "demonstration of planning the organization's offer and picture with the goal that it involves an unmistakable and esteemed place in the objective customer's minds.

II. OBJECTIVES OF THE STUDY:

- To study the existing brand positioning strategies of Yamaha R15 at Scarlet Yamaha.
- To evaluate the effect of brand positioning strategies on the purchase decision of customers.
- To identify the features of Yamaha R15 which influence the customers in making a purchase decision
- To study the brand elements of Yamaha R15 at Scarlet Yamaha with respect to brand positioning.

III. SCOPE OF THE STUDY:

Brand positioning plays a major role in making a purchase decision by the consumers. Understanding the consumer minds is a tough task for the company. A company wants to make more sales then the company must improve their brand positioning in the market. This study helps to know the positioning of the Yamaha R15 and also to pinpoint their brand elements. These studies provide the relationship between brand image and brand equity. The scope of the study is limited to Yamaha R15 sports bikes. The study is conducted in one dealer showroom at Scarlet Yamaha Mysuru.

IV. METHODOLOGY:

In this research the research designs in descriptive and single cross-sectional study in nature.

Data collection method:

The data will be collected from various sources for a successful project or various data will be collected for a successful project.

Primary data:

- Structured questionnaire
- Direct to communication with customers and employees.

Secondary data:

- Journals
- Articles
- Websites
- Books

Research Design

- The descriptive single cross-sectional design is used for the study and data are collected through Questionnaire method and personal interview to the employees and customers.
- The single cross-sectional design is used

Sample Design

This study based on the non-probability sampling techniques, convenience technique for use.

Sample Size

For this study, I have selected a sample size of 100 those who come for service, prospective customers and bike inquiry at Yamaha Scarlet

Sample Frame

Customers who came to purchase R15 at Scarlet Yamaha Pvt.Ltd. Mysuru

V. LIMITATIONS OF THE STUDY:

- There are chances of errors happened.
- There is no assurance that the respondents give complete and right data
- The study was constrained just a geographical zone of Mysore locale
- The study was restricted to 12 weeks.

VI. LITERATURE REVIEW:

ChandrasekaranKathiravanaa et al. (2010), In this review analyst points that test experimentally the conceptualization of purchaser assessment of brand picture, mark the state of mind and saw nature of a bike, which is considered as a sturdy item. The scientists utilize the surveys strategy and Analysis Correlation Matrix technique. At last, the analyst found that may help makers, strategy creators to comprehend what key elements actualized fruitful aggressive procedures in the focused market.

Anne MaaritJalkala, Joonakera nen (2011), in the review points that Despite expanding enthusiasm for client arrangements, and the significance of brand administration in the B2B setting, earlier research gives small comprehension on brand situating procedures received by arrangement suppliers. The analyst utilized the review comprises a numerous contextual analysis and break down the semi-auxiliary meetings techniques. The investigator identifies four possible brand position methods for present-day firms giving customer courses of action: customer regard decisive, overall game plan integrator, brilliant sub-systems provider, and whole deal advantage accessory.

Kevin Lane KelleDonaldR.Lehmann (2004), in this researcher, recognizes a bit of the convincing work in the stamping zone, highlighting what has been picked up from an academic perspective on essential subjects, for instance, check arranging, stamp consolidation, check esteem estimation, check improvement, and brand organization. The paper in like manner graphs a couple openings that exist in the investigation of checking and brand esteem and plans a movement of related research questions. This overview of these unmistakable reaches prescribes different specific research course in those distinctive research programs. Various crucial checking request and issues are yet to be settled.

Carol F. Gwin et al. (2003), In this audit master, intends to brand's arranging is proposed to develop a handy high ground thing property in the customer mind. Perceptual maps are for the most part used to evaluate a brand's arranging. Another instrument from the money related perspectives composing, the thing attribute indicate utilizes three fragments. They are as trademark rating, spending necessities and absence of intrigue curve. This paper inspects how the thing qualities demonstrate helps chiefs understand the key consequences of arranging and gives an instance of its use.

Dan Horsky et al. (1988), The researcher hopes to the arranging and assessing of another brand requires finding out about the relationship of both demand and cost with potential qualities territories and expenses. This paper addresses this issue and speaks to it in the vehicle publicizes. Multi quality expected utility speculation which thinks about purchaser flimsiness about the brands is used to model individuals direct.

Dou, Wenyu et al. (2010), the creators set up that when Internet clients' certain convictions about the significance of the show request of web crawler results are actuated or uplifted through component preparing, they will have a better review of an obscure brand that is shown before the notable brands in SERPs.it additionally serves to by looking at the immediate marking effect of web crawler comes about, our exploration expands the execution measurements of web crawlers as web-based publicizing instruments that are winding up plainly progressively vital in light of rising worries about snap fakes.

VII. DATA ANALYSIS AND INTERPRETATION

To fulfill the objective of the study following statistical hypothesis was constructed and tested subsequently

STATISTICAL HYPOTHESIS:

H1, there was no significant mean difference in brand positioning scores among demographic profile

H2, there was no significant mean difference in brand positioning scores among customer insights

H3, there was no significant mean difference in brand positioning scores among consumer benefit

H4, there was no significant mean difference in brand positioning scores among brand character

H5, there was no significant mean difference in brand positioning scores among brand values

H6, there was no significant mean difference in brand positioning scores among the overall brand positioning

Gender:

To test the above hypotheses T-test was used and the computations made were tabulated in the table -26

Group Statistics – t-test						
	Gender	N	Mean	Std. Deviation	t-value	Sig.
INSIGHTS	Male	76	22.4211	7.26134	0.741	0.460
	Female	24	21.2083	6.02155		
BENEFIT	Male	76	13.6974	4.62751	-0.518	0.605
	Female	24	14.2500	4.30621		

CHARACTER	Male	76	10.2895	3.63984	0.361	0.719
	Female	24	10.0000	2.62099		
VALUES	Male	76	5.2105	2.29966	-0.297	0.767
	Female	24	5.3750	2.56757		
ELEMENTS	Male	76	10.8289	4.04108	0.745	0.458
	Female	24	10.1250	4.02506		
OVERALL	Male	76	62.4474	19.40680	0.344	0.731
	Female	24	60.9583	15.03179		

Age group:

One-way ANOVA was used and the computations made were tabulated in table - 27

Table 27							
ANOVA							
			Sum of Squares	df	Mean Square	F	Sig.
INSIGHTS	Between Groups		142.159	3	47.386	.973	.409
	Within Groups		4673.151	96	48.679		
	Total		4815.310	99			
BENEFIT	Between Groups		31.024	3	10.341	.495	.687
	Within Groups		2007.086	96	20.907		
	Total		2038.110	99			
CHARACTER	Between Groups		32.723	3	10.908	.935	.427
	Within Groups		1120.438	96	11.671		
	Total		1153.160	99			
VALUES	Between Groups		16.315	3	5.438	.981	.405
	Within Groups		532.435	96	5.546		
	Total		548.750	99			
ELEMENTS	Between Groups		44.940	3	14.980	.921	.434
	Within Groups		1561.500	96	16.266		
	Total		1606.440	99			
OVERALL	Between Groups		897.560	3	299.187	.881	.454
	Within Groups		32586.630	96	339.444		
	Total		33484.190	99			

Education:

One-way ANOVA was used and the computations made were tabulated in table - 28

Table 28							
ANOVA							
			Sum of Squares	df	Mean Square	F	Sig.
INSIGHTS	Between Groups		534.520	3	178.173	3.996	.010
	Within Groups		4280.790	96	44.592		
	Total		4815.310	99			
BENEFIT	Between Groups		113.516	3	37.839	1.887	.137
	Within Groups		1924.594	96	20.048		
	Total		2038.110	99			
CHARACTER	Between Groups		68.342	3	22.781	2.016	.117
	Within Groups		1084.818	96	11.300		
	Total		1153.160	99			
VALUES	Between Groups		49.019	3	16.340	3.139	.029
	Within Groups		499.731	96	5.206		
	Total		548.750	99			
ELEMENTS	Between Groups		37.857	3	12.619	.772	.512
	Within Groups		1568.583	96	16.339		

	Total	1606.440	99			
OVERALL	Between Groups	2638.937	3	879.646	2.738	.048
	Within Groups	30845.253	96	321.305		
	Total	33484.190	99			

Occupation:

One-way ANOVA was used and the computations made were tabulated in table - 29

ANOVA						
		Sum of Squares	df	Mean Square	F	Sig.
INSIGHTS	Between Groups	691.548	4	172.887	3.983	.005
	Within Groups	4123.762	95	43.408		
	Total	4815.310	99			
BENEFIT	Between Groups	206.323	4	51.581	2.675	.037
	Within Groups	1831.787	95	19.282		
	Total	2038.110	99			
CHARACTER	Between Groups	98.364	4	24.591	2.215	.073
	Within Groups	1054.796	95	11.103		
	Total	1153.160	99			
VALUES	Between Groups	32.406	4	8.101	1.491	.211
	Within Groups	516.344	95	5.435		
	Total	548.750	99			
ELEMENTS	Between Groups	175.403	4	43.851	2.911	.025
	Within Groups	1431.037	95	15.064		
	Total	1606.440	99			
OVERALL	Between Groups	4329.479	4	1082.370	3.527	.010
	Within Groups	29154.711	95	306.892		
	Total	33484.190	99			

Income statement:

One-way ANOVA was used and the computations made were tabulated in the table – 30

ANOVA						
		Sum of Squares	df	Mean Square	F	Sig.
INSIGHTS	Between Groups	374.272	4	93.568	2.002	.101
	Within Groups	4441.038	95	46.748		
	Total	4815.310	99			
BENEFIT	Between Groups	237.312	4	59.328	3.130	.018
	Within Groups	1800.798	95	18.956		
	Total	2038.110	99			
CHARACTER	Between Groups	75.039	4	18.760	1.653	.167
	Within Groups	1078.121	95	11.349		
	Total	1153.160	99			
VALUES	Between Groups	69.745	4	17.436	3.458	.011
	Within Groups	479.005	95	5.042		
	Total	548.750	99			
ELEMENTS	Between Groups	99.982	4	24.996	1.576	.187
	Within Groups	1506.458	95	15.857		
	Total	1606.440	99			
OVERALL	Between Groups	3616.428	4	904.107	2.876	.027
	Within Groups	29867.762	95	314.397		
	Total	33484.190	99			

FINDINGS**Gender:**

There was no significant mean difference in factors of **customer insights, customer benefit, brand character, brand values and brand elements** score between male and female customers there was no significant mean difference in overall brand positioning.

Age group:

There was no significant mean difference in **customer insights, customer benefit, brand character, brand values and brand elements** score between male and female customers there was no significant mean difference in overall brand positioning.

Education:

There exists significantly in **customer insights, brand values** different qualified customers and There was no significant mean difference in **customer benefit, brand character, brand elements** between qualified customers there was no significant mean difference in overall brand

positioning.

Occupation:

There exists significant relationship in **customer insights, customer benefit and brand values** among different income status of customers and there was no significant mean difference in **brand character, brand elements** among different income status of customers, There exists significant mean difference in overall brand positioning scope among different income of the customers.

Income statement:

There exists significant mean difference in **customer benefit and brand values** scope among different income of the customers there was no significant mean difference in **customer insights, brand character, and brand elements score** between male and female customers, There exists significant mean difference in overall brand positioning scope among different income of the customers.

VIII. SUGGESTIONS:

- Some innovative features could be added to improvise features from the results.
- Brand values are influenced by the occupation of customers but the educational sector is also evident to instill brand values which could be significant potential to be focused on.
- Brand elements play a major role in occupying a distinctive image in the minds of customers. Therefore, it's suggested to continuously improve the brand element for effective positioning.
- The trust of brand values of Yamaha can be improved as the significant level is close to acceptance.
- According to a study conducted the power and pick up and riding comforts of the bike can be increased as there is less influence for customer insights with respect to income status.

IX. CONCLUSION:

Brand positioning is nothing but giving a position or an image for your product in the minds of the customer. Brand positioning is always unique and provides an appropriate image for a product in the minds of the customer. The marketer must always be careful in choosing the position for products in the minds of the customer. Here in this study of brand positioning at Scarlet Yamaha Pvt.Ltd said that customer insights like riding comfort, image factor, looks, and safety played a major role in influencing the brand positioning in the minds of the customer. The study said gender and age had no significant mean difference in all the 6 factors. Education had an influence on customer insights and brand values. Occupation of customers had a significant influence on customer insights, customer benefits, and brand character and brand values. Income status also influenced the benefits, values and overall brand positioning of the customers. It was found that youth now days are more fascinated towards sports bikes. Hence customers between the age group of 20 – 30 purchased more bikes. It was found that they were more attractive towards the engine power and design of the bike rather than the millage. Finally, the preference factor for bikes is changing rapidly nowadays as more and more fashionable bikes are introducing in the market and are acting as a style statement and image building factor in the minds of customers.

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