

# Impact on Product Positioning of Renault Duster *A Study At Vidhatri Motors Pvt. Ltd, Mysore.*”

<sup>1</sup>Kotresh Patil, <sup>2</sup>Ravishankar S Ulle, <sup>3</sup>Dr. Aparna J Varma

<sup>4</sup>Dr. A. N Santosh Kumar, <sup>5</sup>Dr. T P Renuka Murthy

<sup>1</sup>Assistant Professor, <sup>2</sup>Assistant Professor, <sup>3</sup>Associate Professor, <sup>4</sup>Professor, <sup>5</sup>Professor

Dept of MBA,

GSSSIETW, Mysuru, India

**Abstract:** The automobile industry plays a dominant role in India at contributes 7.1 % towards the country's GDP the four wheelers segments by 81% of market share and automobile marketing owing of a growing core class and a youthful application India is an also famous automobile exporter and has tough growth expectations used for future. Product position is a market method planned to present products in the best promising light to the similar target audience. Product positioning plays an important role in the buying process and to an opportunity to influence the market perception of product now a day's product positioning concept is applied by the companies in emerging markets like India. This study was conducted to understand the product positioning strategies and identifying the factors contributing product positioning for Renault Duster. The project work was done at Vidhatri motors Pvt Ltd Mysore using questionnaire method and can find out that customers are satisfied with product users like features, usage, and experience.

**Index words:** product position, automobile industry.

## I. INTRODUCTION

Product positioning is one of a market method planned to the present products of the best achievable light to the various target of customer the method is to relate marketing segmentations in that an early stride in the main market campaign to the discovered the center marketing more like to be purchase a product or the bulk the product. Product positioning is one of the parts of a broader market philosophy. This has considered with the identified greater customers most effective than the competition. Its philosophy makes the whole Organizations marketing oriented. Product position a form of the market that presents the profit of yours of product toward an exacting target customer. Product positioning plays an important role in company growth. A company should make a good positioning for reaching their products to their target customers. Product positioning is mainly used by the marketer for the purpose of determining how to better communications their products attribute to their aim customer depend on customers' desires, competitive pressure, and accessible communication channel. The consumer likes to purchase products that people like them are using. A company can position their products according to the consumers' uses.

## II. PROBLEM IDENTIFICATION:

Customers make a buying decision depend on their perception of the brand and products. The positioning of the brands is the place it occupied in the consumer minds and key in attribute and is a relation to a competitor. The passenger of a four-wheeler industry in India was balanced for revival with many new entrants in the automobile sector to battle for the share which was until now dominated by other top competitors. Renault duster four wheeler is own for its good performance is facing a tough competition as the number of players has also multiplied in the small car segment. the study has been undertaken to understand the preference and their perception about products of Renault duster four wheeler

## III. SCOPE OF THE STUDY:

In the current situation, the automobile is noted as the fast-growing sector in India. Product positioning is an important strategy for the growth of a company. adoption of new technology in Indian automobile company has raised the competitiveness in the automobile sector. Product positioning helps the company to make a decision on the basis of customer expectations. Effective product positioning helps to a company that to attract all target customers. This study makes clear that the perception about the companies product holds in the place of mind of the customers which could be useful for company managers to make good strategies and plans in a future period of time. Renault duster four wheeler plays a major role in the automobile sector in India.

## IV. NEED FOR THE STUDY:

The purpose of the study is identifying the effect of product positioning in a marketplace and also customers mind. In this competitive world is to sustain a longer period of time every sector must upgrade in term of technology and process and marketing strategies. The key challenge that is faced by the automobile sector, especially foreign automobile companies in India, should know the Indian customer's needs and perception. So this study, product positioning helps to make a segment according to the Indian culture. And also this study helps the automobile industry to know the current scenario of customers with respect to product positioning of four wheelers with respect to Renault Duster.

**V. OBJECTIVE OF THE STUDY:**

- To study and understand product positioning strategies on the Renault Duster.
- Identifying the factors contributing product positioning for Renault Duster.
- To identify the different steps to take during positioning.

**VI. METHOD OF DATA COLLECTION:**

Primary Data: - Direct observation, Structured questionnaire and Direct interaction with customers.

Secondary data:- Websites, Journals, articles, and books.

**VI. METHODOLOGY ADOPTED:**

This study is descriptive in nature. Descriptive research is proving an accurate result on the observation. In descriptive research, we can get a definite conclusion on the study. This method helps to get the correct information about the product positioning.

Sampling techniques: - Simple random sampling is used to select the population.

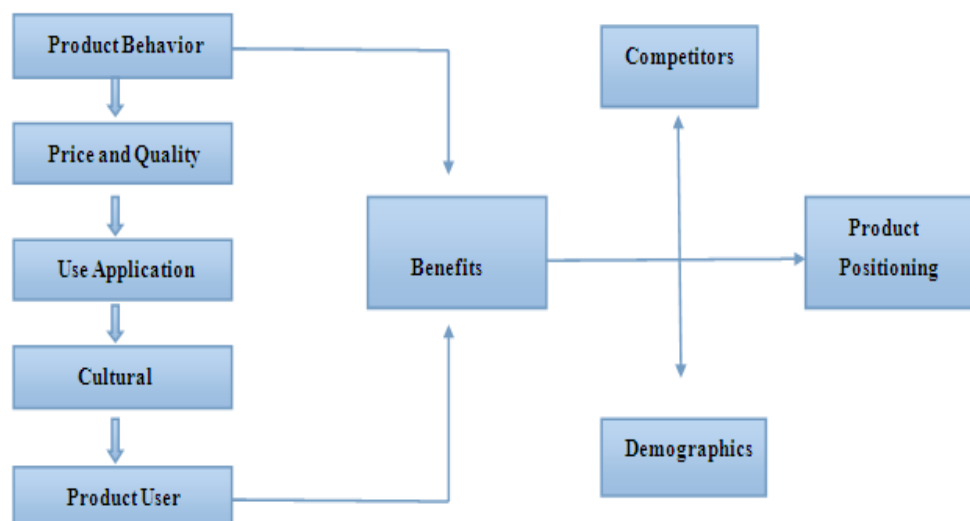
Sample size: - 100

**VIII. LIMITATION:**

- Sample size collected by the researcher is limited.
- The accuracy of the answer depends on the mode of interest of respondents.
- The study is confined in Mysore city only.
- This is restricted to academic purpose.

**IX. LITERATURE REVIEW:**

- **Dominique olie laugh and Elie ofek (2011)** states that although corporations are looking for to control competition through product positioning their range –initiation techniques seriously rely upon how high priced it provides better fine. While the value of imparting best is not too excessive, companies use the best one characteristic to distinguish their products: they maximally differentiate on one dimension and minimally differentiate on the other.
- **Oghojafor ben akpoyomare(2013)** positioning has been a vital part of advertising considering the fact that agencies began to recognize the relevance of having managed over their image, it's also a manner of influencing consumer perception decision as properly as to meet company income targets
- **Timucin ozacan & Daniel A Shenin(2009)** positioning is an essential yet under-researched component of marketing planning also examine whether or not changing the positioning of a product with otherwise same functions yields extraordinary choices and judgments mainly inspect merchandise located as a whole which comprises all category.
- **John.p. maggard (2010)** says that situating system is a wide scope of situating. It is not a solitary unmistakable idea but rather incorporates many firmly related ideas. Maggard discusses situating as a reasonable vehicle, head on situating, social responsibility situating, consideration of inner and outer situating as a component of situating technique.

**X. CONCEPTUAL FRAMEWORK:****XI. DATA ANALYSIS AND INTERPRETATION:**

**H1:** There was the significant mean difference in the scores of use application among a demographic profile of customers

**Use application:** To test H1 it was customary to present the cross tabulation for different age groups, gender, marital status, qualification, income with use application and presented in the table.

**AGE GROUP:**

Use application					
Age group (in yrs)			Use application		Total
			Less than Median	More than Median	
Age < 25	Count		7	7	14
	% with the Age		50.0%	50.0%	100.0%
26-35	Count		19	17	36
	% with the Age		52.8%	47.2%	100.0%
36-45	Count		14	15	29
	% within Age		48.3%	51.7%	100.0%
46-54	Count		10	9	19
	% within Age		52.6%	47.4%	100.0%
Age > 55	Count		1	1	2
	% within Age		50.0%	50.0%	100.0%
Total		Count	51	49	100
		% within Age	51.0%	49.0%	100.0%

Chi-square value: 0.158 P =0.997

**Interpretation:**

- Since P =0.997 greater than 0.05 the test was not significant at 5% level that is there is no significant difference in the values of less than median and more than median score of use application
- Most of the customers who were aged between 26 to 35 years having less than median perception towards use application of Renault Duster.

**GENDER:**

Use application					
Gender			Use application_		Total
			Less than Median	More than Median	
Gender Male	Count		44	39	83
	% within Gender		53.0%	47.0%	100.0%
Female	Count		7	10	17
	% within Gender		41.2%	58.8%	100.0%
Total		Count	51	49	100
		% within Gender	51.0%	49.0%	100.0%

Chi-square value:0.791 P=0.374

**Interpretation**

- Since P =0.374 greater than 0.05 the test was not significant at 5% level that is there is no significant difference in the values of less than median and more than median score of use application
- Most of the customers who were gender between male having less than median perception towards use application of Renault Duster

**MARITAL STATUS:**

Use application		
Marital status	Use application_	Total

Chi-square

			Less than Median	More than Median	
Marital status	Un married	Count	13	16	29
		% within Marital status	44.8%	55.2%	100.0%
	Married	Count	38	33	71
		% within Marital status	53.5%	46.5%	100.0%
Total	Count		51	49	100
	% within Marital status		51.0%	49.0%	100.0%

value:0.623 P=0.430

**Interpretation**

- Since P =0.430 greater than 0.05 the test was not significant at 5% level that is there is no significant difference in the values of less than median and more than median score of use application.
- Most of the customers who were marital status between married having less than median perception towards use application of Renault Duster.

**QUALIFICATION:**

Use application					
			Use application_		Total
			Less than Median	More than Median	
Qualification	P u	Count	16	5	21
		% within Qualification	76.2%	23.8%	100.0%
	graduat ion	Count	21	14	35
		% within Qualification	60.0%	40.0%	100.0%
	PG &abov e	Count	14	30	44
		% within Qualification	31.8%	68.2%	100.0%
Total	Count		51	49	100
	% within Qualification		51.0%	49.0%	100.0%

Chi-square value:12.945 P=0.002

**Interpretation:**

- Since P =0.002 less than 0.05 the test was significant at 5% level that is there is a significant difference in the values of less than median and more than median score of use application.
- Most of the customers who were qualification between post graduation and above having less than median perception towards use application of Renault Duster.

**MONTHLY INCOME:**

Use application					
			Use application_		Total
			Less than Median	More than Median	
Monthly income	<1000 0	Count	1	1	2
		% within Monthly income	50.0%	50.0%	100.0%
	11000-25000	Count	12	12	24
		% within Monthly income	50.0%	50.0%	100.0%
	26000-40000	Count	16	18	34
		% within Monthly income	47.1%	52.9%	100.0%
	41000-55000	Count	14	11	25
		% within Monthly income	56.0%	44.0%	100.0%
	>5500 0	Count	8	7	15
		% within Monthly income	53.3%	46.7%	100.0%
Total	Count		51	49	100
	% within Monthly income		51.0%	49.0%	100.0%

Chi-square value:0.505 P=0.973

**Interpretation:**

- Since P =0.973 greater than 0.05 the test was not significant at 5% level that is there is no significant difference in the values of less than median and more than median score of use application.

- Most of the customers who were monthly income between 26000 to 40000 having less than median perception towards use application of Renault Duster.

## XII. FINDINGS:

### H1: Use application

- With respect to age group 26-35 less than median 19
- With respect to gender male less than median 44
- With respect to education, PG & Above more than median 30
- With respect to marital status married less than median 38
- With respect to monthly income 26000-40000 more than median 18

## XIII. SUGGESTIONS:

From the current study, the researcher by the favor of his opinion felt that the Renault company should provide quick service and charge are high compared to others so it should be reduced. Periodic inspections should be carried and sales executives must be in touch with the customers after the release of the vehicle.

## XIV. CONCLUSION:

Product positioning study has a wide scope as it provides an insight into how the customer sees and experiences the product which is provided by the Renault company. Since there is a tough competition in the automobile sectors it is necessary to continuously measure the product positioning for their long-term existence. Though the study reveals that majority of the Renault duster customer is satisfied by the product user like experience, usage, features provided it is suggested that the automobile sector should focus on certain areas to be improved like product behavior, price, and quality use application, cultural factors. It can be concluded that Renault company can easily manage to service in Mysore market as it Carried a strong brand name among customer.

## REFERENCE:

- [1] [https://www.dho.edu.tr/sayfalar/02\\_Akademik/Egitim\\_Programlari/Deniz\\_Bilimleri\\_Enstitusu/Dergi/08\\_mustafa\\_karadeniz.pdf](https://www.dho.edu.tr/sayfalar/02_Akademik/Egitim_Programlari/Deniz_Bilimleri_Enstitusu/Dergi/08_mustafa_karadeniz.pdf) Ph.D. Mustafa KARADENIZ, Nav. Cdr. Journal of Naval Science and Engineering 2009, Vol. 5, No 2, pp. 98-110
- [2] <http://www.simon.rochester.edu/fac/nelson/articles/Positioning.pdf> European Journal of Business and Management ISSN 2222-1905 (Paper) ISSN 2222-2839 (Online) Vol 4, No.12, 2012
- [3] <http://www.esan.edu.pe/publicacios/02.pdf> Parikshat S. Manhas
- [4] <http://www.emeraldinsight.com/doi/abs/10.1108/13563281111141651> Mahim Sagar, Rishabh Khandelwal, Amit Mitta, 1, Deepali Singh

## WEBSITES:

- <http://shodhaganga.inflibnet.ac.in>
- [www.Ircomputing.edgehill.ac.uk](http://www.Ircomputing.edgehill.ac.uk)
- <http://www.vidhatrimotors.com>
- [www.Businessstudynotes.com](http://www.Businessstudynotes.com)
- <http://www.renault.com>
- <http://www.managementstudy.Com>
- [www.ibef.org](http://www.ibef.org)
- [www.info.shine.com](http://www.info.shine.com)
- [www.makeinindia.com](http://www.makeinindia.com)
- [www.group.renault.com](http://www.group.renault.com)
- [www.yourarticlelibrary.com](http://www.yourarticlelibrary.com)