



Brand Positioning Strategies to Achieve Profitability and a Competitive Advantage

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ABSTRACT

Success of any business organisation depends up-on the number of factors in which one is brand positioning. Brand is the image of business; it may be a words, numbers, letters, symbols or designs. Brand positioning is all about the impression in the customer's heart & mind. The important brand positioning strategies are – Customer service, Convenience, Price, Quality and Differentiation. Brand positioning strategies helps companies to achieve profit and competitive advantage because it helps to build trust with their target audience. Brand positioning is a game changer for every type of business organisation. This paper also tries to focus on the importance, advantage and types of brand positioning.

Keywords – brand positioning, strategies, target audience, differentiation

Introduction

“Brand” means any identification mark like words, numbers, letters, symbols, designs, and marks. The purpose of “brand” name is to identify the product of a seller and to differentiate it from the products of competitors. When the brand name is registered under Trade and Mercantile Marks Act, 1958 it is known as ‘trademark’. Brand positioning means the decisions and activities designed to create and maintain concept of the firm's brand relative to the competing brand in the minds of customers. Brand positioning is possible when the product is good and its quality is up-to the mark of customer's expectations. Branding helps in product positioning and product differentiation. It's all about the impression in the customer's heart & mind. Once the brand creates some space in the customers mind then it is easy for the company to prove themselves and this is possible only through proper advertising campaigns. Sometimes companies are using good slogans for positive or negative impact on the customer's memory. Companies are also doing CSR initiatives for catching customer's attention. The important brand strategies are - Customer service positioning strategy, Convenience-based positioning strategy, Price-based positioning strategy, Quality-based positioning strategy, Differentiation strategy. Before brand positioning, companies have to decide their target customers who are willing to consume. Brand positioning is of utmost importance with regard to what the company stands for. Brand positioning helps the company to stand in the market for long time and get competitive advantage with maximum profits.

Significance of the study

Brand positioning is very important for any type of company. It is intangible in nature, which means its impact is on the consumer's heart and mind, which gives long term impact. Customers are giving ranks to the brand name as per the impression of company's brand in their memory. Brand name is inevitable and it helps customers to identify and recognise the product. It helps to minimise selling costs because dependency on middlemen is reduced. Standard quality and design of products is also ensured by manufacturer to consumers. Prices of branded and standardised products are fixed by the manufacturer, so that retailers cannot exploit consumers by overcharging. Company's goodwill, sales, profits all are increased with branding. Maximum satisfaction and ease to recognise the product is also possible through branding.

Literature Review

Adina Cristea⁽¹⁾ – This paper analyse new positioning strategies for gaining sustainable competitive advantage which is essential for brand differentiation and building brand equity. It also analyses the reverse, breakaway, hostile and asymmetric positioning strategies. Reverse brands aware customers instead of convincing customers to purchase a product. Breakaway positioning is a technique through which customer recognise a product based on its features like design, price, feel etc. Hostile positioning technique can win consumers mind when they promote an idea that the brand is unique and it is for you only not for all. An asymmetric positioning strategy, is related to the shifting of focus from competitors to alternatives and from customers to non-customers of the industry.

Tanya Sammut Bonnici⁽²⁾ – examined that how brand is different from branding. It is mentioned in the paper that pricing, distribution and marketing communications always revolved around market development. Communication helps companies to aware consumers about the brand association. He also explains about major competitors in the food manufacturing industry and the world most powerful brands.

Sadiq Hasan, Shreya Hanchate, Yash Mehra⁽³⁾ – This study focuses on the concept of marketing, which includes branding. A special reference to Food and Beverage industry- like what is the consumer and company's prospective about brands. The branding strategy helps in creating more consumers and they also studied about the mistakes and improvement is also done by companies for getting good image in the society.

Kevin Lane Keller and Donald R. Lehmann⁽⁴⁾ - this paper highlights relevant research on building, measuring, and managing brand equity. He also discussed about developing brand positioning, integrating brand marketing, assessing brand performance, growing brands; and strategically managing the brand.

Ktella Nyambura Kilonzo⁽⁵⁾ – defined brand positioning strategy in five star hotels in Nairobi and the relationship between brand positioning strategies and competitive advantage. This study was based on 14 five star hotels in Nairobi. The data was collected from the employees who have more than 4 - 10 years of experience. With the help of questionnaire data has collected.

Youn-Kyung Kim and Pauline Sullivan⁽⁶⁾ - This study illustrates why emotional branding is essential, especially to fashion brands, when developing brand strategies in a volatile marketplace. Trends that support a need for these strategies include consumers' desires for positive experiences, express This study illustrates why emotional branding is essential, especially to fashion brands.

Research Gap

In previous literatures, it was found that the maximum studies are based on product positioning. So, I have chosen this topic, brand positioning because very few studies are based on this. Product positioning and brand positioning are interconnected. So, the main aim of the research is to identify the strategies of brand positioning for achieving the profits and the advantage of competition.

Objectives

- 1) To identify the difference between brand & product positioning.
- 2) To analyse the difference between brand and brand positioning.
- 3) To understand the strategies of brand positioning for their survival, growth and earning profits.

Methodology

This paper is based on secondary data. To study the Brand Positioning Strategies to Achieve Profitability and a Competitive Advantage data has been collected from the published research paper, articles in books, websites and newspapers.

The Goal of a Brand Positioning

The main objective of the all types of organisation is to earn maximum profits and achieve competitive advantage. To achieve this, marketers adopt number of strategies to stand in the competitive era. The brand positioning strategy aims to make some image in the customer's mind-set. Once they get space in the customer's heart and mind companies will automatic increase sales and profits. Brand positioning differentiates businesses from their competitors.

Advantages of Brand Positioning

Helps to recognise and aware – brand positioning helps companies to impress consumers mind-set. A well-known brand advertisement recognised by consumers for long time. Brand enhances trust and confidence, so that they can achieve their target on time.

Differentiate from Competitors- Brand positioning helps to differentiate the products according to the features like qualities, prices and designs etc. and prove themselves as one of the best brand, so that consumer's keep it in mind.

Increase Sales & Profits - Brand positioning helps to increase sales and profits through proper communication. Once the customer's recognised their brand and trust in their brand name, then companies will increase their sales and profits.

Building image through emotional connection- Companies build images in the public through brand name. A company puts lots of efforts in positioning their brand in general public after deciding their target group. Emotional connection with their target customers can be based on values, beliefs etc.

Specific Target Market- Companies will provide limited services to limited customers, so that the service quality is very effective and powerful.

Win new hearts- Brand positioning helps companies to win new clients through their qualitative services and emotional connections.

Brand Positioning Strategies- Brand positioning strategies helps companies to achieve profit and competitive advantage. These are the few brand positioning strategies-

Quality based positioning strategies -This strategy helps companies to present themselves as a qualitative brand. In this competitive era numbers of companies are available in the market. Customer's wants something different which is good in quality and this is the only way to make impression in customer's mind-set.

Price based positioning strategies - Price is one of the very important elements of marketing. Qualitative product at reasonable price attracts more customers. So, through price based positioning strategy companies achieve profit as well as competitive advantage.

Customer service positioning strategies - Customer is a king, and no any business will survive without customers. Customers wants customized services, so through this positioning strategy companies treat their customers special and try to make their brand favourite for them.

Convenience based positioning strategies - This strategy helps companies to become successful. Company has created good image in the customers mind but not able to provide goods at the doorstep or some other issues in delivery than the name of that brand will not preferred by the. Customers prefer hassle-free purchasing, fast and user friendly delivery, easy returns, etc.

Social media positioning strategies - Today's era is totally digitalised everything is introduced digitally to their customers. Not only products, brands or now a day's education is also digitalised. Social media has become a very powerful platform for brand positioning too. Through this strategy companies try to build strong image on social media channels. Social media engage their target audience with the values and interests of the followers. Being an active company on social media platform, the brand can enhance its reputation and emotionally connect with their target audience.

Other positioning strategies - Apart from all these strategies above, there are few other strategies of brand positioning that can help companies effectively. Other strategies are like green positioning, where a brand emphasizes its commitment to save environment and society; innovation-based positioning encourages innovating and developing more eco-friendly product processes; or lifestyle positioning strategy is also one of the strategy associating the brand with beliefs and values of the target audience.

Types of Brand Positioning

Type of brand positioning depends upon which type of business you have and what goods and services you are producing. There are different types of brand positioning that businesses can use to differentiate themselves in the market. Before brand positioning companies have to decide who your target customers are. Brand positioning strategies guide businesses to make their brand more effective, competitive, acceptable and recognizable. These are some common type of brand positioning-

Brand Positioning based on Product Attribute – Product attributes means quality, price, design, performance, benefits, packaging etc.

Brand Positioning based on Benefits – What are those benefits which are attached with products is also one of the type of brand positioning. Benefits like offers, samples, ease to use, convenience and reliability etc.

Brand Positioning based on audience – type of brand positioning is also based on audiences such as demographic, psychographic, social and cultural factors.

Brand Positioning based on Competitors – Competitors are also one of the strongest bases of brand positioning type. Companies want to provide goods at reasonable rates and better quality products in compare to the competitors.

Brand Positioning based on Celebrity or Influencer – This brand positioning is associated with a celebrity or influencer. So, with the help of a celebrity or influencer companies are trying to position their brand. This is not a very successful type of brand positioning.

List of some famous brand names in India

1. [Amul](#): The taste of India
2. Surf : Daag Acche hain
3. Asian Paints : Har Ghar Kuchch Kahta hein
4. Rasna : I love you Rasna
5. Frooti : Fresh N Juicy
6. Coca Cola : Thanda Matlab Coca Cola
7. Bajaj: Hamara Bajaj
8. Dairy Milk : Swad Zindagi Ka
9. Boost : Boost is the secret of our energy

10. Lifebuoy : Lifebuoy hai jahan, tandrusti hai wahan
11. Idea : An Idea can Change your life
12. Maggi : Taste Bhi, Health Bhi
13. Airtel: Express Yourself
14. Fevicol: Fevicol ka mazboot jod hai Tootega nahi!
15. Hero Honda: Desh ki Dhadkan
16. Tata Sky: Isko laga dala to life to life zinga lala
17. LIC: Zindagi ke Saath bhi, zindagi ke baad bhi
18. Lux: Beauty bar of film stars
19. Chlormint: Dobra mat poochna
20. Tata Salt: Desh ka namak
21. Big Bazar: Isse sasta aura Achchha kahin nahi
22. Mentos: Dimag ki batti jaja de
23. Kit Kat: Have a break, have a kit kat
24. Red FM: Bajate raho
25. Radio Mirchi: It's Hot!
26. Taj Mahal: Wah Taj!
27. ICICI: Hum hain na
28. Alpenlibe: Jee lalchaye, raha na jaye
29. Lays: No one can eat just one
30. HDFC Std Life: Jiyo sar utha ke
31. State Bank Of India : Pure Banking Nothing Else
32. HDFC BANK : We Understand Your World
33. Tata Steel : Values Stronger than Steel
34. Mahindra & Mahindra : Live Young. Live Free
35. Bank of Baroda : India's International Bank
36. BHARTI AIRTEL : Express Yourself
37. Axis Bank : Badhti Ka Naam Zindagi
38. Maruti Suzuki India : Way of Life
39. GAIL (India) : Tomorrow is yours
40. Canara Bank : Together We Can
41. Bank of India : Relationship Beyond Banking
42. Vodafone Idea : Together for Tomorrow
43. Jindal Steel & Power : Lohe se bana, Loha sa bana
44. Union Bank of India : Good People to Bank with
45. UltraTech Cement : Build beautiful
46. Ambuja Cements : Giant compressive strength
47. Central Bank of India : Central to You Since 1911, Build a better life around us
48. Indian Bank : Your Own Bank

49. Titan Company : Be More
50. Asian Paints : Har Ghar Kuch Kehta hai
51. LIC Housing Finance: Where Dreams come HOME
52. TVS Motor Company: Badi bhi, Badhiya bhi

Source - <https://graciamarcom.com/blog/50-best-indian-brand-slogans/>

Limitations of the study

The study is based only on secondary source, which is collected from different sources like research papers, websites, journals and magazines etc. A very limited data regarding this topic is available.

Conclusion

A strong brand positioning helps companies to achieve profits and competitive advantage. It is very much needed that company first decide their target audience and make unique brand message, so that target audience emotionally connected with that brand. Companies build trust with their target audience, because brand positioning is a game changer for every type of business organisation. Company always keeps in mind that their brand is their business image, so put maximum effort on that. Successful business organisation depends upon the successful brand positioning.

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