



BRAND POSITIONING STRATEGIES IN THE SELECT GRANITE MARKET

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ABSTRACT:

Brand positioning is significant in granite marketing as it gives a competitive advantage by differentiating businesses on quality, prices, customer service, and sustainability practices. The branding strategies studied in this paper are premium branding, cost leadership, niche marketing, or value-based differentiation. Factors influencing the developed market for companies in this sector are unique design offerings, technological advancements in processing, and adherence to environmental standards. Additionally, the role of digital marketing and customer engagement is investigated in shaping brand perception. Thus by formulating and implementing a well-sought-out positioning strategy, a company would be able to boost its brand loyalty, target the right customer segments, and sustain growth over a long period in a competitive scenario.

Keywords: Brand positioning, select granite market, differentiation strategy, premium branding, cost leadership, niche marketing, customer engagement, sustainability, digital marketing, competitive advantage.

Introduction

The granite market is becoming tough and pushing companies towards effective brand positioning because granite is the most tough and appealing built material today. This is a widely used material for construction, interior designing, and architectural projects which translate into an extremely diverse and dynamic business. Granite companies should thus move from generic brands to strong brand development as a prerequisite for customer attraction to themselves. Brand positioning in the granite market is a process whereby a particular product is differentiated in the minds of consumers in terms of quality, design variety, sustainability, and price strategies. The trend for consumers requires more premium, eco-friendly, and customised building materials; therefore, specific identities will be created that align with the new demands. The research will show the brand positioning strategies in the selected granite market, which try to figure out some of the key approaches, challenges and the need for innovation to gain a sustainable competitive advantage.

Importance

- Differentiation: Differentiate one's brands while being in a highly competitive market.
- Customer Loyalty: Creates an emotional bond that makes people stay with the brand.
- Market Share: Increases visibility and attractiveness of a brand in the crowd and thus increases penetration in the market.
- Price Justification: It gives support to the premium price because of its communicated unique value propositions.
- Brand Recall: Leads to establishing a lasting impression in the minds of people so that while purchasing, they remember the brand.
- Perceived Value: Change one's perception by people about the quality and prestige of a given brand.

Objectives

- To identify the major factors affecting brand positioning in the granite market.
- To evaluate the effectiveness of various brand positioning strategies.
- To find the buying behavior and preferences of the consumer.
- To investigate new initiatives that can be undertaken to enhance brand visibility and competitiveness.
- To know the obstacles faced in creating a strong market position. Literature Review Brand Positioning

Problem Statement and Challenges

The granite market brings many problems which range from heavy competition through changing tastes by consumers and demands of sustainability, right down to how exactly brands position themselves to capture market attention and win customer loyalty -i.e., how they accommodate differentiation in a saturated market with so many people offering similar products.

Key challenges:

- Price Sensitivity: Many consumers are very price conscious; hence the advantage of being premium is hard to gain.
- Sustainability Expectations: Meeting eco-friendly standards and keeping prices down.
- Design Innovation: Definitely, not every design would also be a good performer in an application.
- Digital Presence: Building a really exciting brand presence online.
- Market Saturation: Breaking through the visibility barrier in a densely populated market.

Addressing these would require combining the age-old wisdom of conventional marketing with innovative customer-centric strategies that are tailored as per the unique characteristics of the granite market.

Methodology

The approach that would be adopted in this study is mixed, and thus it will combine quantitative and qualitative methods of data collection for a complete understanding of the granite market's positioning strategies.

Sampling frame of survey consumers, architects, and industry experts would generate primary quantitative data on preferences, buying behavior, and perceptions of company brands. In-depth interviews would involve granite suppliers and retailers to get qualitative insights into the challenges and opportunities of the industry.

Secondary data collection would consist of a detailed review of industry reports, academic literature, and analyses of the market to situate findings with broader trends in the market.

Data analysis will include various statistical techniques such as cross-tabulation and regression analysis to find key positioning factors from the quantitative data, while thematic coding will derive deep insights through examining interview transcripts.

A comparative study would also evaluate the wide variations in success and failure among granite brands, identifying best practices in branding, marketing, and distribution strategies.

The final phase for a conclusion and recommendation would synthesize insights from both sources into actionable positioning strategies for the granite industry. It would identify key differentiators and effective channels of marketing as well as branding approaches that would strengthen market presence and consumer appeal. This mixed-method design ensures that a balanced foundation on which decision-making will be based strategically is driven by data in the competitive granite market.

Source of data

1. Primary Data Collection

- Surveys (Consumers, Architects, Experts):
 - o Analysis: Descriptive statistics, cross-tabulation for behavior and preferences.
 - o Source: Google Forms, Typeform, in-person survey.
- In-depth Interviews (Suppliers, Retailers):
 - o Analysis: Thematic coding for challenges, opportunities, and market trends.
 - o Source: Recorded, transcribed expert interviews.

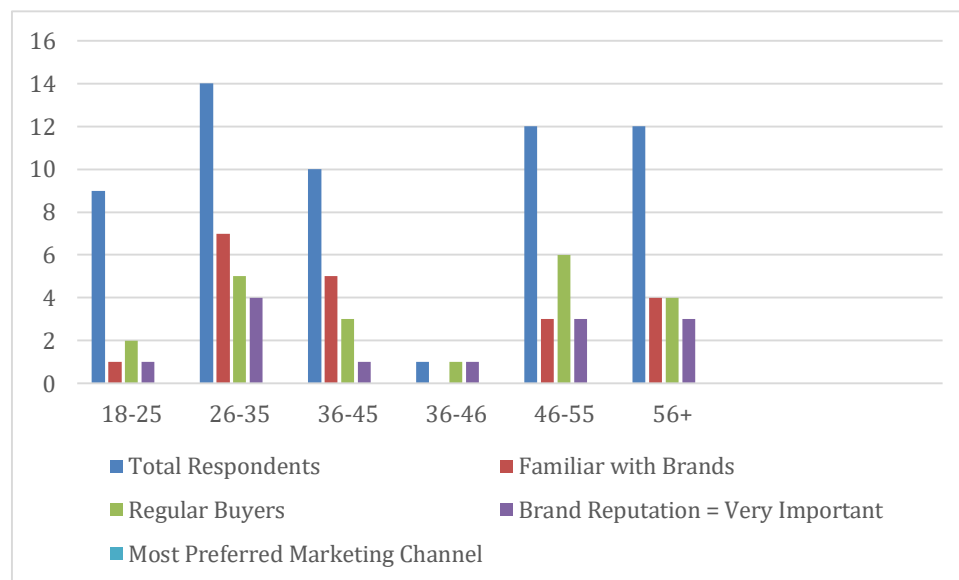
2. Secondary Data Collection

- Industry Reports:
 - o Analysis

Analysis

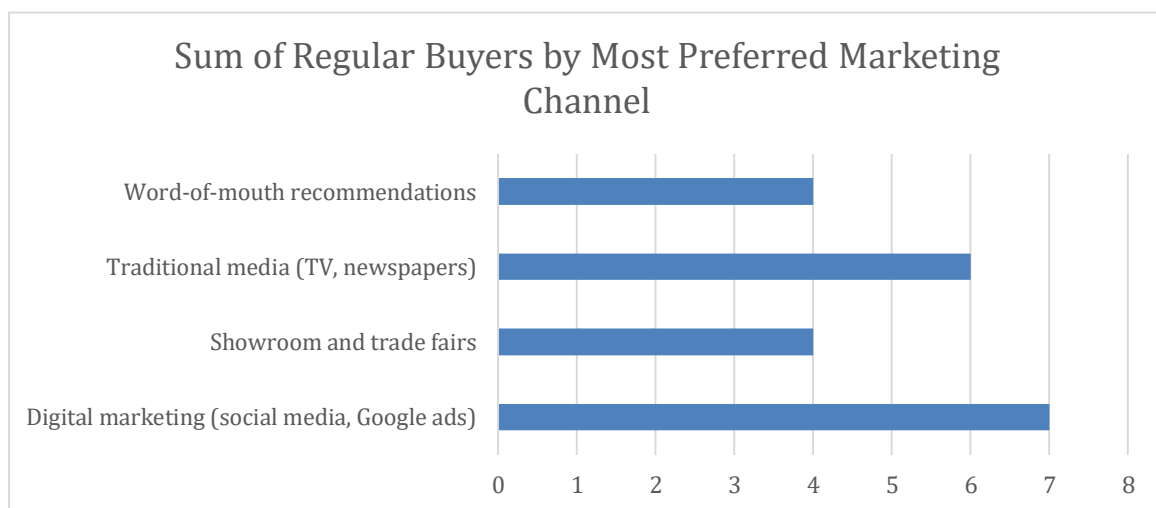
Age Group	Total Respondents	Familiar with Brands	Regular Buyers	Brand Reputation = Very Important	Most Preferred Marketing Channel
18-25	9	1	2	1	Digital marketing (social media, Google ads)
26-35	14	7	5	4	Digital marketing (social media, Google ads)
36-45	10	5	3	1	Showroom and trade fairs
36-46	1	0	1	1	Showroom and trade fairs

46-55	12	3	6	3	Traditional media (TV, newspapers)
56+	12	4	4	3	Word-of-mouth recommendations



Description

It compares the behavior and preferences of different age groups in the granite market. It looks at the total respondents to the study, their brand familiarity, how frequently they buy, the importance of brand reputation, and the preferred channels for marketing by age group. It has been observed that the 26-35 age group has the highest participation and brand familiarity among the remaining age groups, indicating high preference for digital marketing. However, they are closely followed by the younger respondents aged 18-25 who show a similar preference as far as digital marketing is concerned but have lower awareness of brands. On the contrary, older segments (46-55 and 56+) prefer more of traditional media and word-of-mouth, despite showing similar buying patterns. The age group 36-45 prefers showrooms and trade fairs and is found to be more balanced in online and offline influences. Therefore, the data suggests that marketing tactics should be tailored for each group when it comes to habits-learning regarding digital in the case of younger buyers, and building trust in the case of older consumers.



Description

The segmented consumer of regular granite has an excellent coverage of the preferred marketing channel. Online marketing (such as social media and Google ads) shows the highest number of engagement with 7 regular buyers indicating how effectively it influences buying of these customers. It is followed closely by traditional media (TV, newspapers) which contributes 6 buyers indicative of a sustained relevance to older generations. Showrooms, trade fairs, and word-of-mouth recommendations account for 4 buyers each, showcasing the significance of experiencing something in person and to trust private referrals. This segmentation shows that digital strategies dominate, but even traditional or relationship-based methods still hold some value with certain market segments. A balanced marketing approach consisting of online visibility blended with offline credibility would maximize the reach and converting potential with different buyer profiles.

Findings of the Study:

Consumer Preferences by Age Group

- o The younger generation (18-35 years) prefers a digital canvas for marketing, such as social media, and Google ads. This 26-35 group has the highest brand awareness levels and considers brand reputation essential.
- o Unlike their younger counterparts, older demographics (46+ years) swear on traditional media like TV and newspapers and rely more on word-of-mouth recommendations. They show consistent buying patterns despite being less familiar with brands.
 - Brand Awareness and Buying Frequency
- o Age-group 26-35 has the highest brand awareness and buying frequency, therefore the most lucrative target for digital approach.
- o For people aged 36 to 45, there will always be a balance between digital and physical marketing: they want to go to a showroom and watch a trade fair, emphasizing the importance of inspecting the product for these consumers.
 - Marketing Channel Effectiveness
- o With the greatest number of regular buyers, digital marketing is in the lead, demonstrating electrical importance, especially among the younger consumer segment.
- o Traditional media and word-of-mouth recommendations are still strong among older segments, indicating that trust and credibility matter.
- o Showrooms and fairs present an even draw to middle-aged buyers fusing physical experience with that of brand recognition.

Recommendations

1. Targeted Marketing Strategies:

- o 18-35 Age Group: Emphasize digital marketing - social media campaigns, collaborations with influencers, and Google ads in engaging the technologically competent and brand-oriented buyers.
- o 36-45 Age Group: A combination of both online marketing and showroom experiences should be adopted, emphasizing product quality and unique design attributes.
- o 46+ Years: This will include the use of traditional media (TV, newspapers) and social networks (word-of-mouth) to establish credibility and maintain allegiance.

2. Sustainability Positioning

- o Promote environmentally friendly sourcing, sustainable manufacturing, and recyclable packaging. Green branding resonates with environmentally conscious buyers and differentiates from competitors.

3. Increase Visibility

- o Invest in digital marketing: user-friendly website, SEO optimization, and social proof (testimonials, case studies).
 - o Present the brand at trade fairs/showrooms with immersive product demonstrations.
- ### 4. Value-Based Differentiation:
- o Custom designs and personalization would be used to attract architects and high-end consumers.
 - o Branding as a choice that offers "premium durability and style", where design and hard-wearing quality go hand in hand.
- ### 5. A Data-Driven Approach:
- o Consumer data would monitor purchasing patterns, optimize advertisement targeting, and forecast emerging trends (e.g., color preferences, material finishes).
 - o Feedback loops would arise through surveys/interviews for ad hoc dynamic modifications of marketing strategies.

Conclusion

The granite market is speeding up rapid changes that fit along the lines of changing consumer preferences, sustainability cries, and digital marketing. This study noted the necessity of customizing brand-positioning strategies to woo the divergent segments of the market. Furthermore, younger consumers aged 18-35 appear immersed in digital channels, like social media and Google ads, while living out importance in brand reputation.

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