

Project Report

IMPACT OF BRAND POSITIONING ON CONSUMER LEARNING/LOYALTY

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CERTIFICATE FROM INSTITUTE

This is to certify that the Project Report titled **Impact Of Brand Positioning On Consumer Learning and Loyalty**, is an original and bonafide work carried out by **Mr. Nikhil Chauhan** of MBA 2017-19 batch and was submitted to Delhi School of Management, Delhi Technological University, Bawana Road, Delhi-110042 in partial fulfilment of the requirement for the award of the degree of Masters of Business Administration.

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DECLARATION

I, **Nikhil Chauhan**, student of MBA Batch 2017-19 of Delhi School of Management, Delhi Technological University, Bawana Road, Delhi-110042 declare that Project Report on **Impact Of Brand Positioning On Consumer Learning And Brand Loyalty** submitted in partial fulfilment of Degree of Masters of Business Administration is the original work conducted by me.
The information and data given in the report is authentic to the best of my knowledge. This report has not been submitted to any other university for the award of any other degree, diploma and fellowship.

Nikhil Chauhan
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Date of Submission:

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Sincerely,

Nikhil Chauhan

ABSTRACT

With the increase in income levels, very easy schedule of financing, rise in consumer awareness, and intro of new models, the demand for consumer durables has increased significantly. This consequently is resulting in a solid competition among the various consumer durable brand names offered in the nation in addition to the cost void between the same durable goods of different firms are narrowing down. Lately, the rising of customer awareness has actually made customers select to acquire their acquainted as well as favorable brand name. As a result, if organisations intend to defeat their rivals, they need to make consumers enjoy to buy their items as well as brand names. Although customers familiarize as well as want to purchase an item, brand name positioning is still an essential element to affect loyalty as well as acquisition decision. When consumers want to acquire an item, as well as a brand name can pertain to their minds simultaneously, it shows that product has higher brand positioning. Consumers' contentment, brand name commitment and also consumers' purchase intent can be affected if a product has greater brand positioning.

Brand name monitoring in extremely competitive and dynamic markets, will just work if the brand name itself remains near to its origins of uniqueness as well as core values, focuses on particular market sectors and captures an affordable placing in a certain market. The among the brand name administration tool that could satisfy that duty is brand name positioning.

This research study aimed to recognize the assumption of consumers on the numerous aspects that affecting brand positioning and assess the influence of brand placing on brand name commitment, customer loyalty and acquisition objective towards the chosen customer durables in Delhi.

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CHAPTER 1 – INTRODUCTION

1.1 Introduction



The survival and also success of any kind of service hinges on its Marketing. Advertising and marketing is an important feature in any organisation. Marketing entails obtaining the best product at the appropriate price, promoted utilizing the right messages/media as well as sold in the right place (the 4 Ps). Advertising does provide lots of chances to gain profits in the process of acquiring and also marketing the products, by producing time, place and also Place utilities. This income and also profit are reinvested in the concern, therefore gaining more revenues in future. Advertising should be provided the greatest significance, because the really survival of the company depends on the efficiency of the advertising and marketing function. Advertising is the authority that sets the economy rotating. The advertising and marketing organization, even more scientifically organized, makes the economic situation solid and secure, the lesser the tension on the advertising and marketing feature, the weaker will certainly be the economy.

Effective companies worldwide periodically perform marketing research in order to stay tuned to changing market patterns and also to maintain their competitive edge. At any type of stage of the business (start-up stage or a growth phase), market research is vital for understanding the important features of the target audience to boost sales profits, revenue as well as total company success. Market research is the most effective means to identify the brand name positioning, boost client fulfillment, understand the factors that impact the business and also to raise business performance.

Establishing brand commitment among the customers is the most essential element desired by establishments to exceed their rivals in the increasing affordable environment.

Consequently, when creating their advertising methods, establishments need to take a look at the factors that can produce brand commitment with fantastic care. Brand name loyalty has a significant impact on customer purchasing behaviors. Consumers are impacted by a range of elements when buying items.

1.2 What is Brand?

A brand name is a name, sign, sign, motto or anything that is used to recognize as well as identify a details item, service, or service. Brands are various from items in a way that brand names are "what the consumers buy", while items are "what concern/companies make". Brand name is a build-up of psychological as well as useful associations. Brand name is a promise that the product will execute according to customer's assumptions. It shapes customer's assumptions concerning the item. Brands typically have a hallmark which secures them from use by others. A brand gives particular info regarding the organization, good or solution, separating it from others in market. Brand name carries an assurance regarding the characteristics that make the services or product special. A strong brand name is a way of making individuals aware of what the business stands for as well as what its offerings are. Branding was made use of to differentiate one person's cattle from one more's through a distinctive icon melted right into the pet's skin with a warm branding iron. If a person stole any of the cattle, anyone else who saw the icon can deduce the actual proprietor. Nonetheless, the term has actually been extended to mean a calculated individuality for an item or firm, to ensure that 'brand name' currently recommends the values and assures that a consumer might view and also get right into. Over time, the practice of branding things encompassed a more comprehensive series of packaging and goods offered for sale consisting of oil, wine, cosmetics and fish sauce.

Branding is a collection of advertising and also interaction methods that aid to distinguish a business or products from competitors, aiming to develop a lasting impression psychological of consumers. The key components that form a brand name's toolbox consist of a brand name's identity, brand name communication (such as by logos and trademarks), brand name recognition, brand commitment, as well as various branding (brand name monitoring) methods. Lots of business think that there is typically little to

set apart in between a number of types of products in the 21st century, as well as for that reason branding is among a few remaining kinds of product differentiation.

Brand equity is the measurable totality of a brand name's worth and is verified by assessing the performance of these branding components. As markets come to be increasingly dynamic and changing, brand equity is an advertising method to enhance client satisfaction and also customer loyalty, with negative effects like minimized cost level of sensitivity. A brand is, in essence, an assurance to its clients of what they can get out of products as well as might include emotional in addition to functional advantages. When a consumer is familiar with a brand, or favours it incomparably to its rivals, this is when a firm has actually reached a high degree of brand name equity. Special audit requirements have been created to evaluate brand name equity. In accounting, a brand specified as an intangible property, is commonly the most valuable possession on a corporation's annual report. Brand name proprietors manage their brands very carefully to develop investor worth, as well as brand name assessment is a vital management strategy that refers a financial value to a brand, and also allows advertising and marketing investment to be taken care of (e.g.: prioritized across a portfolio of brand names) to make the most of investor worth. Although only gotten brands show up on a business's balance sheet, the concept of placing a worth on a brand name pressures marketing leaders to be focused on long term stewardship of the brand name as well as managing for worth.

Words 'brand' is frequently used as a metonym referring to the business that is highly related to a brand name. Marque or make are usually utilized to signify a brand name of car, which might be identified from an auto version. A principle brand name is a brand name that is connected with an abstract concept, like bust cancer cells recognition or environmentalism, rather than a details product, service, or company. A product brand is a brand name associated with an asset.

Brands generally consist of numerous aspects, such as:

- name: words or words made use of to determine a firm, product, service, or concept
- logo: the visual hallmark that identifies a brand

- graphics: the "dynamic bow" is a trademarked part of Coca-Cola's brand
- shapes: the distinctive shapes of the Coca-Cola bottle as well as of the Volkswagen Beetle are trademarked aspects of those brands
- colors: the immediate acknowledgment consumers have when they see
- appears: an one-of-a-kind tune or collection of notes can denote a brand. NBC's chimes give a well-known instance.
- fragrances: the rose-jasmine-musk fragrance of Chanel No. 5 is trademarked
- preferences: Kentucky Fried Hen has trademarked its unique dish of eleven herbs as well as spices for fried hen
- motions: Lamborghini has actually trademarked the upward activity of its car doors

1.3 Brand Positioning

Brand positioning is the sum of all tasks that place the brand psychologically of the consumer relative to its competition. Positioning is not regarding creating something new or various, yet to manipulate the mind collection and to retire existing links. Kotler and Keller (2009) define brand name placing as an "act of creating the business's offering as well as image to inhabit an unique area in the mind of the target audience." The purpose of positioning is to find the brand name into the minds of stakeholders; customers and prospect specifically. Brand Positioning includes identifying as well as establishing factors of resemblance and also distinction to ascertain the best brand identity and to create a correct brand picture. Brand Awareness/Recognition, Brand Name Communication, Advertising Mix, Brand Name Individuality, Brand Name Vision & Culture, Brand Name Relationship, Brand Name Association, Brand Name Identification as well as Brand name Efficiency are taken as affecting aspects for Brand Positioning in this research.

Brand Positioning describes the place that a brand name inhabits psychologically of the consumer and how it is differentiated from items from rivals. In order to placement items or brand names, companies might stress the identifying functions of their brand name (what it is, what it does as well as exactly how, etc.) or they may attempt to produce a suitable photo (inexpensive or premium, utilitarian or glamorous, entry-level or

premium, etc.) with the advertising and marketing mix. As soon as a brand name has accomplished a strong placement, it can end up being hard to rearrange it.

Positioning is one of one of the most powerful marketing ideas. Initially, placing concentrated on the item and also with Ries and also Trout expanded to include building a product's online reputation and also position among competitor's products. Schaefer and also Kuehlwein expand the principle beyond material as well as rational aspects to include 'implying' brought by a brand's mission or misconception. Largely, positioning has to do with "the location a brand occupies psychological of its target audience". Brand Positioning is now a normal advertising task or method. A nationwide positioning strategy can frequently be made use of, or modified slightly, as a device to fit becoming part of foreign markets.

Brand Positioning belongs to the wider advertising strategy that includes 3 standard decision levels, namely segmentation, targeting as well as placing, often known as the S-T-P strategy:

- **Segmentation:** refers to the process of dividing a broad consumer or business market, normally consisting of existing and potential customers, into sub-groups of consumers
- **Targeting:** refers to the selection of segment or segments that will become the focus of special attention
- **Positioning:** refers to an overall strategy that "aims to make a brand occupy a distinct position, relative to competing brands, in the mind of the customer"

1.4 Brand Loyalty

Brand name Loyalty is a circumstance where the consumer fears purchasing and also consuming product from one more brand name which he does not trust fund. It is measured via methods like word of mouth publicity, recurring purchasing, rate level of sensitivity, commitment, brand name trust fund, consumer fulfillment, etc. Brand commitment is the degree to which a consumer continuously purchases the same brand

within a product category. The consumers remain faithful to a particular brand name as long as it is readily available. They do deny from other distributors within the item group.

Brand name loyalty exists when the consumer really feels that the brand name consists of best item qualities and quality at ideal rate. Even if the other brands are offered at less expensive cost or remarkable top quality, the brand dedicated customer will stick to his brand name. A firm having brand loyal consumers will have better sales, much less advertising and marketing expenses, and also ideal prices. This is because the brand name faithful consumers are less hesitant to shift to various other brands, respond much less to value adjustments and self- advertise the brand name as they regard that their brand name have special value which is not supplied by various other affordable brands.

Brand loyalty in marketing, consists of a customer's dedication, bond, as well as commitment to repurchase as well as continue to make use of a brands service or product in time, despite changes with rivals pricing or adjustments in the external setting. Brand loyalty shows a customer's commitment to continue to be in a partnership for an extended period of time with a brand.

An essential element of building brand commitment is developing a connection or partnership between the customer as well as the brand name. When a psychological partnership is created between the customer and also the brand this leads to a solid bond and also a competitive advantage for that specific brand. Loyalty contains both attitudinal and behavioral parts. Attitudinal loyalty relates to the consumers readiness to acquire service or product from the brand at any type of practical cost. Behavior commitment is the re-purchasing. Both behavioral and attitudinal parts are very important. One example is that a consumer presents behavioral loyalty by purchasing Coke when there are couple of choices offered and attitudinal loyalty when they will certainly not buy a different brand when Coke is not available. The attitudinal part is mental, this leads to the behavioural action of repeat acquisition. It is the attitudinal commitment that drives many commitment habits as well as guarantees commitment over time not just with one purchase. "Brand name commitment is preferred by companies due to the fact that retention of existing customers is less costly than obtaining new ones. Companies make money from having dedicated customers"

Brand commitment has revealed to profit companies by conserving them a great deal of cash. Benefits connected with dedicated customers include:

- Acceptance of product extensions.
- Defense from competitors cutting of prices.
- Creating barriers to entry for firms looking to enter the market.
- Competitive edge in market.
- Customers willing to pay high prices.
- Existing customers cost much less to serve.
- Potential new customers.

1.5 Consumer Learning

Customer discovering is specified as a procedure by which individuals collect as well as interpret details regarding product or services and also use this information/knowledge in acquiring patterns and also consumption actions. Customer understanding define as "consumer understanding can be considered the process through which people acquire the purchase and also consumption understanding and also experience that they relate to future associated behavior". Consumer learning may be deliberate, where understanding is an end result of a careful search for information; discovering can additionally be subordinate, where understanding happens as a matter of chance, by accident or without much initiative. Aspects of consumer understanding are

- **Motivation:** Consumer motives exist at the very heart of customer habits. When a customer is confronted with a need/want scenario, there takes place an impulse within him to act towards satisfaction of the need/want with the trouble solving/decision making process. So he is inspired to search for info, either inside from his memory or externally with commercial, non-commercial as well as public sources or through experience of self as well as others. This desire to search for knowledge as well as info regarding the product/service gets heightened with the level of relevance or participation. The

marketing professional can play a vital role by (i) recognizing or aiding the customer recognize the sub-conscious as well as concealed intentions; (ii) triggering off intentions and needs; In both these ways, the customer would be encouraged to look for info, in so far as that product/service would assist satisfy the need/want.

- **Cues:** A hint may be defined as a weak stimulus that provides stamina as well as direction to the objectives; All the 4Ps might act as hints and provide instructions to objectives; eg. The product packaging of the item (vibrant layout; very easy to bring; recyclable containers), price (discounts, sales), place (shop display screen, shop format, home window clothing) and promo (ad).

- **Feedback:** The behavior of an individual comprises the action; i.e. how an individual responds to a drive or a stimulus, shows an action. This action could take various forms:
oIt may be overt as well as cause an action; the customer may determine to buy the product/brand. Or,
oThe feedback may simply be discovering for the future, i.e. the purchase is postponed for future; he chooses to purchase a later day. Or,
oA positive picture regarding the product and the brand may get created; the consumer establishes a purpose to acquire; as and when the customer makes a decision to make the acquisition, he would certainly consider that brand

- **Reinforcement:** An action constantly has a response; based on the response, the habits obtains reinforced. Simply put, if the activity (behavior) is complied with by a response that is positive or pleasant or satisfying, the activity (habits) obtains positively enhanced; the chance of repeating of that action (actions) enhances. The exact same applies vice versa. If the activity (behavior) is adhered to by a response that is adverse or unpleasant or unprofitable, the activity (actions) obtains negatively enhanced; as well as the probability of rep of that action (behavior) reduces. In regards to consumer knowing, if an individual acquires a certain product/brand, as well as the acquisition leads to fulfillment as well as joy, and lives up to assumptions, the consumer would certainly feel that he has actually got value for cash. With a favorable support, finding out would certainly happen, and also the consumer would certainly like to purchase the same product/brand in future. On the other hand, if he feels dissatisfied, once more learning

would certainly take place and also he would certainly learn not to acquire the very same product/brand in future. As a matter of fact, positive support could establish brand commitment.

1.6 Consumer Durable Industry

The Customer Durables industry includes durable goods as well as devices for domestic usage such as televisions, refrigerators, a/c unit as well as cleaning equipments. The industry has been experiencing substantial growth in the last few years, aided by several vehicle drivers such as the arising retail boom, real estate and real estate need, higher non reusable earnings and a general boost in the level of wealth of a considerable area of the population. The customer durables market in India is set for continual growth over the long-term, fueled by desirable customer demographics, total development in solutions and industrial sectors as well as infrastructure growth in rural and rural areas. Several Indian and MNC gamers are wanting to enhance their visibility in India to leverage this possibility. Success in the lasting will certainly require companies to develop a vast and robust circulation network, separate their products in locations of relevance to the consumer as well as introduce in the areas of promo, product funding, etc. The item and technique to market requirement to be tailored to match the unique demands of the Indian market. The industry is represented by significant international and neighborhood gamers such as Samsung, LG, Whirlpool, Godrej, Sony, Hitachi, Voltas, Videocon, IFB, Kelvinator, etc

. The nation's appliance and also consumer electronics sector is set to expand at a compound annual rate of 13.4%, to touch \$20.6 billion by 2020. Consumer durables represent more than 40% of end customer spending in India. The city market accounts for a major share of about 65% of total revenues in customer durables industry, and also the continuing to be 35% make up rural market. Nonetheless the need from rural market will be in increasing trend and also there will be significant development in buyers. Various federal government plans as well as increased liberalization has favored inflows of Foreign Direct Investments (FDI).

The Indian customer durables segment can extensively be segmented right into consumer electronics and also customer home appliances. Consumer electronic devices are electronic tools intended for day-to-day usage, usually in entertainment, interactions as well as workplace efficiency.

- Customer Electronic devices includes various products like Television set Top Boxes Cell phone Tablets Sound and Video systems Video gaming Products Electronic accessories Personal Computers CD as well as DVD players Camcorders Digital Cameras etc.

- Customer Appliances are household/Domestic devices that includes, Refrigerators Laundering Machines Air Conditioners Microwave Ovens Vacuum Cleansers Grinders Embroidery machines Smokeshaft Mixers Cleansing Tools Electric Fans and so on

. Also, the customer durables market is separated as White Goods, Brown Item as well as Consumer Electronics. Right here white goods refers to big house devices that utilized to be painted a white enamel coating such as fridges, a/c unit, washing devices, and also ceiling followers Brown products is term for products that were made from Bakelite in the old days, that includes kitchen blenders, grinders, pressure stoves, microwave irons, irons, vacuum, table followers Customer electronic devices consisting of televisions, mobile phones, tablet computers, computer and house entertainment systems.

The noteworthy gamers in Customer Durables market in India are, Samsung, Whirlpool, LG, Godrej, Sony, Hitachi, Videocon, Sony, IFB etc. Famous Indian customer durables firms consist of Bajaj Electricals, Blue Celebrity, BPL, Godrej, IFB, MIRC Electronics (Onida) and Videocon and so on. Multinational firms that market customer durables effectively in India include Whirlpool, Samsung, Panasonic, LG and also Haier etc

. Samsung India Electronic devices, a subsidiary of South Korea's biggest company group, Samsung, tops the earnings graph among consumer durables companies in India. Followed by home-grown Videocon Industries at the 2nd setting. LG, Sony Bajaj

Electricals as well as Whirlpool India adheres to the income checklist as well as takes third, fourth, Fifth and Sixth placement respectively.

1.7 Consumer Durable Industry Market Overview

The global electronic devices market goes to US\$ 1.8 trillion, Indian home appliance as well as consumer electronic devices (ACE) market reached Rs 2.05 trillion (US\$ 31.48 billion) in 2017. It is anticipated to increase at a 9 percent CAGR to get to Rs 3.15 trillion (US\$ 48.37 billion) in 2022. Urban markets make up the major share (65 per cent) of overall incomes in the consumer durables sector in India.

There is a lot of scope for development from country markets with usage expected to grow in these locations as penetration of brands rises. Overall consumer sturdy exports got to US\$ 0.78 billion in 2017. Consumer electronics exports from India reached US\$ 362.12 million in FY18 and also US\$ 175.03 million in April-August 2018. Also demand for durables like refrigerators as well as customer digital goods are likely to witness growing need in the coming years in the rural markets as the federal government prepares to invest significantly in rural electrification. The S&P BSE Customer Durables Index has expanded at 20 per cent CAGR in 2010-17.

Soft goods industry in India is highly focused. In washing makers and fridges, top five players have more than 75 percent market share, while in air conditioners and fans it is around 55-60 percent. On the other hand, kitchen area appliances section is fragmented with leading five gamers having 30-35 per cent market share.

Under Spending plan 2018-19, the federal government retained its concentrate on country economic situation by continuing the pro-poor as well as pro-farmer systems. Expanding understanding, easier accessibility, as well as altering lifestyles have been the crucial development chauffeurs for the customer market. The Federal government of India's plans and regulatory structures such as leisure of license rules as well as authorization of 51 per cent international straight financial investment (FDI) in multi-brand and also 100 percent in single-brand retail are a few of the significant development chauffeurs for the consumer market.

1.8 Consumer Durable Industry Market Opportunity

- **Increasing levels of disposable income, and urbanization** - During 2013–19, per capita income in India is expected to grow at a CAGR of approximately 6.6% to around US\$2,200 in 2019 from US\$1,500 in 2013. People with higher disposable income acts as a triggering factor for various purchase of consumer durable products. Increasing trend of working women population will drive demand for home appliances such as washing machines. Thus Purchasing power of consumers increased significantly.
- **Improved affordability of products, with India centric product introductions**
 - The customer durables companies now a days concentrating on customers' needs and they started manufacturing country centric products that to coming up with an affordable price tag attracting new customers. Product innovation and availability of new variants of products Then there would be CRT TV, now it's Flat Panel (LED, LCD) and even more UHD, Curved TVs and lot more! Same way then just direct cool refrigerators, but now its frost free refrigerators, single/double door refrigerators etc.
- **Rise in the share of organized retail** - Organized retailing will not only streamline the supply chain, but also facilitate increased demand, particularly for highend and branded products. Organized retail industry is expected to cover a market share of 15%–18%, from around 3% currently by 2020.
- **Easy Consumer financing as retailers offer attractive financing options** - The demand for so called luxury or high end such as air-conditioners, washing machines and high end color TVs are raising huge, and this growth reflects narrowed price gap. In the case of expensive consumer goods, retailers are providing easy financing or Easy Monthly Installment (EMI) options to consumers by collaborating with banks.

- **Government Policies/initiatives** - Union budget 2015-16 also surely expected to boost the consumer durable sector. While the recent initiative, the most ambitious project 'Make in India' will lead to growth and investment opportunities leading to job creation in the country, the steps outlined in most recent announcement will definitely put India on the journey towards becoming a global manufacturing hub by 2022.

CHAPTER 2 – SIGNIFICANCE, OBJECTIVES AND SCOPE OF THE STUDY

2.1 Statement of Problem

International firms see India as a key market for the future. The development in the country's consumer market is mainly driven by a young market and also climbing non-reusable revenue. If India maintains its current speed of growth for the near future, typical home earnings will likely triple over the following twenty years and the nation will certainly come to be the world's 5th biggest consumer economic climate by 2025. The Federal government of India has additionally played a significant duty in the development of the Indian consumer section. It has brought about policies which have attracted foreign straight investment (FDI) and subsequently improved economic development. India has the possible to become the world's biggest middle course customer market with an aggregated customer spend of nearly US\$ 13 trillion by 2030.

In times of mass interacted globe that is crowded with offerings, where also strong brands are coming to be increasingly similar, positioning is usually acknowledged to be the tool of affordable warfare. Brand positioning is the foundation of as advertising and marketing tasks as well as programs are greatly based upon a brand's positioning approach. Firms are very keen in marketing brands and also building brand worth to reveal their items and have the ability to stay in the market in the international affordable atmosphere. This can be obtained with the aid of brand positioning. Brand name positioning does not refer to what is done with the item itself, but what is made with the item in the mind of the customer that is exactly how customers regard, think, and feel concerning a brand name relative to affordable entrances.

The placing decision is main to the success of a brand as it directly forms clients' assumptions as well as choice decisions. Essentially, a well-positioned brand appeals to the specific demands of a client segment, results in high consumer loyalty, positively shaped preferences and beliefs regarding brand value, and greater determination to look for the brand. Ultimately, positioning has an influence on the monetary performance of a business. Generally, if the positioning by a company is done effectively, it has the

potential to construct effective brand names; nevertheless, if done incorrectly, it can additionally result in deadly branding disasters.

There is a straight and positive relationship between brand positioning and clients' complete satisfaction. The well positioned brand name brings about far better customer contentment. Customer contentment is commonly made use of as an advertising and marketing standard of a business's performance. Furthermore, it is normally believed that a completely satisfied client is most likely to display commitment habits, i.e. repeat purchase and also desire to give favorable word of mouth that affects firms' survival and profitability straight. Altogether, it can be said that boost in the customer fulfillment brings about increase commitment, positive purchase intention and additionally reduce switching habits.

Consequently, it's essential to figure out the elements and assessment of brand positioning, its connection with customer contentment and also its impact on brand name loyalty as well as purchase intent. Being the abstract nature of the theory, it's tough to evaluate brand positioning as well as make sure the worth of the business. As a result of this certain characteristic we have decided to research on brand positioning. To research study regarding topic in reliable way, Consumer long lasting market is picked thinking about the increase of several new brand names lately.

2.2 Scope of the study

Scope of study to at analyzing consumers' behaviour relating to durable goods. The focal point of the study is to analyze the perception of consumers on the various factors that influence brand positioning and its impact on brand loyalty and purchase intention towards the selected consumer durables.

This study is limited to the perceptions of consumers in Delhi. The scope of the study is also confined to the selected four consumer durables i.e., Televisions, Washing Machines, Refrigerators and Air Conditioners. Dynamics of urban consumer behaviour is a very complex area. The scope of the study has been limited to certain buying behavioral aspects of purchase decision, namely factors influencing brand positioning,

consumers' loyalty, purchase intention and switching cost towards consumer durables. The study broadly aims at examining perceptions of the consumers' mainly in terms of the brand positioning, loyalty and purchase intention.

2.3 Objective of Study

PRIMARY OBJECTIVE

- The primary objective of this thesis is to identify and analyses the various factors that influence the brand positioning and examine the impact of brand positioning on brand loyalty, consumer learning and purchase intention of selected consumer durables in Delhi.

SECONDARY OBJECTIVES

- To understanding the concepts of branding
- To study the growth of consumer durable industry.
- To study the importance of brand positioning and impact on brand loyalty.
- To study the factors influencing the brand preference of consumer durable products.
- To offer suggestions and recommendations to improve the brand positioning of consumers durables.

2.4 Limitation of Study

- This study is confined to the respondents of Delhi only. Therefore condition derived would be fully valid only for this union.
- The scope of the study has to be restricted to primary data, which were supplied by the respondents.
- There may be personal bias of the respondent, which affects the result of the study.
- The figures in market analysis are likely to be a least several months out of date, and so might not give a proper indication of the company's current position.
- The views and the preference of the people changes from time to time, hence the result of the project may not be applicable in long run.

2.5 Significance of the study

The survival as well as success of any kind of business lies in its marketing. Advertising and marketing is a central function in any service. Advertising and marketing includes getting the appropriate item at the ideal price, promoted utilizing the right messages/media and sold in the right area (the 4 Ps). Advertising and marketing does offer numerous opportunities to make revenues in the procedure of buying as well as selling the products, by developing time, place and also belongings utilities. This income and also profit are reinvested in the problem, therefore making even more revenues in future. Advertising and marketing should be provided the greatest importance, considering that the really survival of the company relies on the performance of the marketing function. Adam Smith has actually said that "absolutely nothing occurs in our country until somebody markets something". Advertising and marketing is the authority that sets the economic climate revolving. The advertising and marketing organisation, more medically organised, makes the economy strong and also stable, the minimal the anxiety on the marketing feature, the weak will be the economic climate.

Effective businesses worldwide occasionally conduct marketing research in order to remain tuned to transforming market fads and also to keep their competitive edge. At any stage of business (start-up phase or an expansion phase), marketing research is important for understanding the crucial qualities of the target market to increase sales revenue, profit as well as total organisation success. Marketing research is the best means to recognize the brand positioning, increase customer fulfillment, understand the variables that impact business as well as to raise the business performance.

Advertising is viewed as the entire business from the point of view of its result, that is, from the consumer's viewpoint. The customer is king in age of consumerism. Looking at this category of products by the consumption patterns, purchasing of the consumer goods needs higher interest of consumers. While, consumer goods are anticipated to last longer for more years. So, it is a product of high involvement for consumers. This attributes of the customer's actions for durable goods, makes it a preferable as well as ideal habits to examine.

Strategic brand management has been taken into consideration as the trick to the development of affordable advantage over competitors. Brand name partnership concept recommends that brand serves as a method of linking for both customers and also vendors. Brand is an important element influencing customers' selection, and brands aid consumers discover a vendor for a given service or product. Consequently, brand name has actually been stressed a vital marketing tool to differentiate a brand name from its rivals. There is basic arrangement that the principle of positioning has actually been just one of the basic parts of modern marketing administration. There is a positive relationship in between productivity and/ or performance) and also well-formulated and also clearly-defined positioning tasks. Brand name positioning was a relevant tactical principle, an advancement in customer advertising and marketing, but with equal applicability for industrial products and services. Brand positioning of the firm's value, which he defined as the distinct method the firm supplied value to its clients.

Acquisition intention is a measure of the readiness to buy a product as well as has additionally been operationalized as the possibility that a consumer will certainly purchase a services or product.

The main significance of the study is to explore

- the influence of brand awareness, Brand Communication, Marketing Mix, Brand Personality, Brand Vision and Culture, Brand Relationship, Brand Association, Brand Identity and Brand Performance on Brand
- Positioning, Brand Loyalty and Purchase Intention
- the direct effect of brand positioning on brand loyalty and purchase intention and
- mediating effects of brand loyalty between brand positioning and purchase intention (Indirect impact of brand positioning on purchase intention through brand loyalty).

Hence, this study was undertaken to investigate what factors influence the brand positioning, is there any relationship between brand positioning and customers' satisfaction and how the brand positioning influence the brand loyalty and purchase intention towards consumer durables. This study also arises from the need to manage the branding in consumer durable industry more effectively.

CHAPTER 3 - THEORETICAL PERSPECTIVE

3.1 Introduction

- The term brand suggests various points to the different roles of purchaser and seller, with purchasers usually associating brand with a product or service, as well as sellers associating brand name with identity. Brand name can likewise identify the business behind the certain item-- that's not simply a biscuit, that's Britannia biscuit. This use of brand name puts a "face" behind the name, in a manner of speaking, even if the "face" is the outcome of advertising duplicate and television commercials. This use brand also claims nothing of high quality, just the purchaser's direct exposure to the brand's Public Relations and also media buzz. For the regular merchant, branding is a method of taking everything that is good regarding the business-- positive shopping experience, professionalism and trust, exceptional solution, item expertise, whatever the firm decides is important for a client to think about the company-- as well as covering these features right into a bundle that can be evoked by the brand name as signifier.
- The American Marketing Organization defines a brand as "A name, term, indicator, icon or style or a combination of them, meant to identify the goods and services of one vendor or group and also to differentiate them to those for rivals". A brand name is thus a product and services that's includes a Dimension that distinguishes it in some way from other services or products developed to please the same need. These differences may be practical, rational, or concrete- associate with item efficiency of the brand.
- Branding has actually been around for centuries as a way to differentiate the products of one producer to those of one more. The earliest signs of branding can be traced to Europe where the middle ages guilds needed that artisans placed hallmarks on their product to secure themselves and also producer against inferior quality replacements. Also in arts branding started with artists

authorizing their jobs. Brands today play a number of vital functions that boost the consumer's lives and enhance the financial worth of companies.

- Brands recognize the resource or maker of the item as well as enable consumers-either private or companies- to assign responsibility to a specific producer or distributor. Consumers may review the identical product in a different way depending exactly how it is branded. Consumers lean regarding the brand with its previous experience and also the advertising program. As customers lives comes to be much more challenging, time deprived the ability of brand name to streamline decision making is indispensable. Brand names additionally execute beneficial features for the company Initially they streamline the product handling and also tracing. Brands help to organize stock and also bookkeeping records. The brand name can be protected signed up hallmarks. The copyright rights make certain that the firm can securely invest in the brand name and can profit over an extended period of time.
- Brand names can signify a particular level of top quality to ensure that pleased purchasers can easily pick the product once again. Brand name commitment gives predictability and safety of demand for the firm and creates barriers to access that makes it tough for various other companies to enter the marketplace. This brand loyalty can translate into readiness to pay higher price. In this feeling branding can be seen as powerful means to safeguard an affordable advantage. Brands represent enormously beneficial pieces of legal building that can influence customer's actions. Strong brand results in much better incomes as well as revenue efficiency for firms, which in turn, creates better worth for investors.
- Just how do you "BRAND" an item? Although firms offer the motivation to brand name production with advertising and marketing programs as well as other activities, inevitably a brand is something that lives psychological of the customers. A brand name is a continuous identification that is rooted actually yet mirrors the assumptions as well as probably also the ultimate option of the consumers. Branding is endowing products and services with the power of brand names. To brand name an item, it is necessary to show the customers "that" the product-by offering a name. Branding entails creating mental structures and helping customers organize their expertise about products and

services in such a way that clarifies their decision making and in procedure supplies worth to the company.

Branding can be applied virtually anywhere a consumer has a choice. It is feasible to brand name:

- A physical good (Cadbury's Chocolate, Sunsilk shampoo),
- A service (LIC, TATA AIG medical insurance),
- A Bank (SBI, ICICI)
- A store (Big Bazaar, BATA stores),
- A place (Kerala, Pushkar Mela, Shimla),
- A player (Sachin Tendulkar, Virat Kohli),
- An organization (UNICEF or BCCI),
- A Company (TATA, BIRLA, RELIANCE)
- A cold drinks (Pepsi, Coke)

Brand is the proprietary aesthetic, emotional, logical, and also social picture that you connect with the firm or a product. When you think of Volvo, you think about safety and security. When you think of Nike, you think about Michael Jordan or 'Simply Do It'. When you consider IBM, you consider 'Huge Blue'. The fact that you keep in mind the brand name and also have favorable associations with that brand makes your item selection less complicated and boosts the value and complete satisfaction you receive from item.

While Brand X cola or perhaps Pepsi-Cola may win blind taste tests over Coca-Cola, the reality is that even more people buy Coke than any type of various other Cola. The warm memories of youth and also beverage That individuals have when they consume alcohol Coke is often more vital than a little bit much better soda pop preference. This psychological relationship with brands that make them so effective.

3.2 History of branding

What is the beginning of branding? The word brand is originated from Old English suggesting "shedding stick" (and ultimately from the Indo-European acceptance "to be

warm"). Livestock branding was used by the old Egyptians as early as 2700 BC as a theft deterrent, as swiped pets might then be easily recognizable.

Around the 10th century merchant marks, developed from easy straight designs, raised in use. These marks were called the 'signa mecatonium' in Roman-Dutch legislation. Merchant marks were made use of to confirm possession of items that were missing because of shipwrecks, pirates, or various other accidents. They were additionally useful for the monitoring of goods by people that were uneducated.

Brands are quickly identified patterns that are used for identification objectives.

Livestock being driven throughout an open array require a very easy approach of recognition to avoid ownership conflicts when the pets were combined with other stock. Brands were subsequently made use of in the American west as an assurance on component of a seller to "make great" on faulty livestock offered to buyers.

Craftsmen in Europe and also Japan formed guilds that fastened "production marks" to their products. These marks were utilized as a technique to insure quality, as faulty items could be traced back to its beginning. These marks enabled the guild warden to fine or expel a craftsman from the guild for malfunctioning workmanship. Whereas this guild mark was a personal mark the commercial change cultivated the growth of commerce and the brand mark became an extra generalized lawful instrument.

As trade grew consumers were less most likely to deal straight with the artisan that made the crafts. Unique regulations were passed that were related to forgery, counterfeiting and also fraud regulations. Courts in France, England, Germany and the US protected against the "passing off" by a third party as being real items of the trademark owner.

Today, brand names are still safeguarded by hallmark. In the United States, according to the 1946 trademark law, commonly called the Lanham Act, the essential objective of the trademark is recognized as an action "to protect the general public from fraud, foster fair competition, and ... to secure to business neighborhood the benefit of online reputation and also good will." In essence brand name is made use of by a company to recognize and identify goods offered or produced from one individual from that from one more.

In the earliest kind, a brand mark defined high quality, a mark which set apart a high quality product from various other similar items.

Years ago, in the Soviet Union, when items were offered under a generic name, the manufacturing facility making the item had to mark its identification on the packaging. Clients quickly realized that a detergent powder created in one factory transcended to an additional in top quality. Ultimately, housewives would certainly turn the packaging around while acquiring to recognize the origin of the product and also make their choices on the basis of its production place. The serial number of the factory had actually come to be a brand as it is separated from other comparable detergents, which, according to the state, were expected to be the same in formulation and also in every various other means. This is similar to the Nirma tale where the trademark name was the only differentiator in between absolutely similar products in the Ahemadabad market in the very early 1970's.

3.3 Purpose of Branding

The function of branding is to produce an effective as well as long lasting psychological connection with consumers as well as other target markets. A brand is a set of elements or "brand name assets" that in mix create a special, remarkable, apparent, as well as beneficial partnership between a company and its consumers. The brand is carried by a set of engaging visual, written as well as vocal tools to represent business strategy and also intentions of an organization.

Branding is the voice and image that represents your business plan to the outdoors. What your company, product or services represent should all be caught in your branding strategy, and stood for continually throughout all your brand assets as well as in your day-to-day advertising and marketing activities

The brand image that brings this emotional connection contains the several convenient elements of branding system, consisting of both aesthetic image properties and also language properties. The procedure of taking care of the brand name to the business strategy is very important not only in "huge modification scenario" where the brand redefinition is called for, however additionally in the management of routine advertising variables as well as tactics. This does not have to be a "ground-up" situation where there are wholesale adjustments to the business. Instead it is much more common that

particular changes to the adjustments to business strategy are step-by-step and also the job of the brand name strategist as well as developer is to interpret these changes as well as revise the branding strategy and resulting brand assets and specify their usage in the full variety of advertising and marketing variables.

The problem of brand name equity become among one of the most essential topics for marketing management in 1990s and its idea and dimension has interested academicians and also professionals for more than one years. There have been three various viewpoints for thinking about brand equity; the consumer- based viewpoints, the monetary point of views and integrated point of views. While this study concentrate on customer based brand name equity.

In recent times, customer-based brand name equity has actually garnered significant focus. Operationalization of customer based-brand equity generally fall under 2 teams: customer understanding as well as customer behaviour, e.g. Customer-based brand name equity can be gauged by the degree of consumer perception. Brand equity is mirrored by the change of consumer mindset while purchasing an item. Later researchers, close to making use of two strategy: consumer perception and also consumer behaviour, some incorporated the two method as well as some were related brand name equity to various other variable as antecedents and also consequences of brand equity, e.g. Brand name knowledge as mix in between brand understanding and also brand image, only perceptual measurements,

3.4 Brand Positioning

In the raising mess of brands, marketers are discovering it challenging to create a distinctive location for their brands. One of the most crucial brand name administration tasks is placing the brand effectively where marketing professionals try to develop a picture or identity psychological of their target market for its item or brand. The term 'placing' was initial created by Ries and Trout. As advertising expert, they saw placing as an issue for communications. Over the years 'placing' has come to suggest a lot of points and it has actually sometimes been utilized as a substitute word for branding.

The origins to the principle of placing are mapped back to the unique selling suggestion (USP) in advertising, established by Rosser Reaves as well as the Ted Bates (1961) advertising agency in the 1950s exposing that each product must diligently communicate a single unique benefit to its customers. The powerful idea of placing expanded and in the early 1970s, when Alries and Jack Trout (1986) published a collection on positioning in the trade publication Marketing Age. Considering that 'position' of a brand name is its understanding amongst target consumers, all the companies attempt to recognize Unique Marketing Suggestions (USPs) to ensure that they can do efficient positioning for a place in the customer's mind.

Positioning is not to produce something new and various, yet to manipulate what is currently in the mind, to retie the link that currently exist. Six constructs of the brand positioning concept were recognized specifically as brand name identity, brand name personality, brand name communication, brand awareness and brand photo as well as brand name salience. Further, preliminary three constructs (brand identity, brand name individuality, brand communication) are called as input variables and continuing to be 2 (brand recognition as well as brand photo) as procedure variable. Better, brand name salience is included in brand name positioning as one of the construct. The ground for enhancement of brand name salience into brand name position in construct is that, it involves improving a brand name's setting in the consideration set.

The idea of positioning is thought about by both academics and also professionals to be one of the crucial elements of strategy, advertising, and branding. Positioning includes the production and maintenance of a brand distinct position in the mind of the target market. A strong brand positioning allows a brand name to gain competitive advantage over its competitors, which suggests that the consumers will have a stronger understanding of the product group that the brand is associated with. As a result, when the consumers think of a specific sort of product, that brand name will certainly emerge. Main advertising and marketing purpose is to develop as well as to preserve a future connection with the clients. In order to achieve this purpose, the creation of a solid brand placement is needed.

Brand positioning is a major choice in marketing that looks for to construct an image of a services or product in the minds of customers. It is a function of brand's promise and also comparison with various other options when it come to high quality, advancement, regarded leadership, worth, status, trust, safety, reliability, performance, benefit, issue for clients, social obligation, and also technical superiority. Therefore the placing offers not just for developing the product, however also for developing the opportunities to position it in the customers' mind.

3.5 Factors Influencing Brand Positioning

1. Brand Awareness

Brand name awareness can be described as the degree of customers' experience with a brand name. Brand recognition is an important component of brand name equity. Brand understanding is the ability of consumers to identify a brand name among various other brand. Brand recognition as comprising of brand recall as well as brand acknowledgment. He went better to say that brand recall is the ability of customers to keep in mind a brand from their mind when the item class is made know.

Brand name acknowledgment might be more important to the degree that product decisions are made in the shop. Brand mindset and also intention to buy a product can only be developed through brand understanding.

There are 3 degrees of brand recognition:

- Brand name acknowledgment: It is the capacity of consumers to recognize a particular brand among various other i.e. "helped recall". Assisted recall is a circumstance whereby a person is asked to recognize a recognized trademark name from a checklist of brand names from the exact same product course.

- Brand name recall: This is a scenario whereby a customer is anticipated to name a brand name in an item class. It is also referred to as "alone recall" as they are not offered any kind of idea from the product course.

- Top of mind: This is described as the very first brand name that a consumer can remember among a given class of product.

Lots of scientists have actually seen brand name awareness as an aspect that plays a vital role in consumer's selection of brand. Brand recognition had the most effective influence on consumers purchase choice. Brand name recognition influences consumer's option. Hence, in our existing study, brand name awareness is conceptualized as consisting of brand name recognition and top of mind.

Achieving brand awareness

Adhering to factors as methods to accomplish brand name awareness:

- Include a slogan or jingle: a slogan is a visible attribute of a brand name. There can be a strong link between a motto as well as a brand. The motto and jingle are effective and also can be an excellent adjustment for a brand name.
- Be different as well as unforgettable: as an outcome of the resemblance in between product and also their means of communication, product differentiation is necessary.
- Sign direct exposure: a recognized icon will make it simpler to remember and memorize a visible illustration of the brand name. A logo that is linked to an existing brand or a developed brand will certainly play a vital function in creating as well as maintaining brand recognition.
- Publicity: one of the most important methods to get publicity and create recognition is with advertisement.
- Occasion sponsorship: sponsorship of event can additionally assist to create and also keep recognition.
- Think about brand expansion: one way to boost brand name recall is to reveal the logo or name on the product and also make the name preferred. Example of this is coca-cola which is extra promoted than the key item.
- Utilizing cue: product packaging is just one of the most considerable signs to a brand due to the reality that it is what the purchaser sees when purchasing an item. If the item or brand is not understood, the only ways of get in touch with to the brand or product is the plan.

2. Brand communication

Brand communication is a procedure whereby a business intends not just the item aspects however likewise the emotional facet of the services or product to the customer which includes all ways of media as well as interaction i.e. advertising and marketing, sponsorships, campaigns, direct advertising, trade fairs, word of mouth projects, radio promotions, print media, and so on whereby a firm communicates to the customers.

Communication such as advertising and marketing and also promotion impact consumers' degrees of contentment with a brand. The effectiveness of brand name communication depends on recognition of the right mix or mix of communication,

appropriate media planning. Communication of the brand name starts with item packaging and also finish at the point of acquisition at the retail outlet by the customer. Brand name individuality and also brand identification are connected to the customer via brand name communication. There is certain below - variables of brand name picture given by as-- controlled communication, unrestrained Communication, brand, complete satisfaction, brand name mindset, brand name purpose.

3. Marketing Mix

Advertising and marketing mix define as "a collection of advertising that the firm makes use of to implement its advertising and marketing method." For that, these devices are partitioned into four major groups, known as the 4P's of marketing, (i.e.,) product, price, area, product as well as promo. The 4P's stand for the sights of the company regarding their very own marketing devices to influence the target market in the purchasing choice.

Product - Product as something that can be used to a market for the appraisal, purchase, use or consumption which could please a want or a requirement, the product it is the most standard tool in the marketing mix, it is what the firm offers to its customers in a substantial means as well as the main features of the item are: quality, design, brand name as well as packaging. One more appropriate aspect is that the products marketed entail physical products, solutions, individuals, company as well as concepts. Consumers look for variety, based upon this, business should take into consideration the 5 item degrees (core benefit, basic item, expected item, augmented item and also prospective result), which included, create consumer value, and together develop a hierarchy value.

Price - marketing mix are related to the retail price, discount rates, concessions, terms of settlement and funding problems. Thus "merchants can likewise be identified according to the costs they bill.". Amongst the tools of the advertising mix, price is simply an earnings generator, the others produce costs. The rate is very vital to the firm's position in regard to its target. But to end up being effective, it must be connected straight to the price (customer sight within the 4 C's) since customers are not worried only with the price however additionally the price to obtain, utilize and also get rid of the product, targeting this price, the customer desires the item with more access and also comfort for him to obtain the most affordable possible price.

Promotion- promotion involves activities that interact the staminas of the item and encourage target consumers to purchase it. Communication tools are essential in order to have a positioning of the photo in the marketplace, because this way there is an add-on, making it efficient and also efficient tool in the circulation process. some advertising tools utilized by retailers such as advertising and marketing, sales, discount vouchers, loyalty programs, food examples and discount coupons in the stores shelves or boxes. The release of advertisement is a crucial promotion tool, it must be used correctly in order to acquire the needed outcomes.

Place - Distribution was found by various writers under the 'place' component in a company's advertising and marketing mix went better and considered 'distribution' as identified with the term 'area' in the advertising and marketing mix. Distribution has been a critical facet in the global success of Coca Soda and Amazon. For instance, Amazon has actually attained incredible success as an on-line bookseller. value of 'distribution' as part of the marketing mix hinges on an organization's need to obtain access to the worldwide markets.

4. Brand personality

Individuality can be specified as all unique and also one-of-a-kind behaviors of person. The word "Person" originates from "Personality" (Latin) suggesting mask people put on according to their functions in theatre. Personality can be also defined as organized set of physical, intellectual as well as spiritual and features had by a person that make him various from others. It can likewise be specified that individuality is a kind of developed, regular and also distinctive relation, consisting of responses, with others.

Brand name character define as "the set of human features associated with the brand name". Five dimensional brand individuality range: genuineness (residential, truthful, real, happy), enjoyment (bold, perky, imaginative, up-todate), skills (reputable, accountable, reputable, efficient), sophistication (glamorous, pretentious, enchanting, enchanting), and durability (tough, solid, outdoorsy, sturdy).

Brand name individuality is created and preserved in the mind of the consumer, it can have an impact on count on. Brand name character concentrates on what the brand name claims regarding the consumer and how they really feel regarding being associated with

it. The brand name personality develops the particular attributes of the brand name, and also these features must show exactly how the brand would certainly remain in human life. By humanizing a brand name, it plays an extra main part in consumers' lives, which is good considering people are to keener in the direction of brands that share the same or similar. Various sorts of brand individualities apply various reactions from customers in terms of loyalty and responses to the brand's actions. Sincere brand names have a tendency to create longer and also a lot more dedicated relationships from clients. When there are disobediences devoted by brands, partnerships with sincere brands have a tendency to be badly affected while with interesting brand names these have a tendency to end up being less and also often also re-energized

5. Brand vision & culture

Culture is one element that affects habits. Merely culture is defined as mindsets as well as ideas. As a specific maturing, a youngster is influenced by their moms and dads, bros, sis as well as other family members. Brand requires a clear vision that explains a well-defined instructions of what it wishes to accomplish. Supervisors require to imagine the brand name's setting for at the very least five years ahead and also consider just how the brand is mosting likely to make the future world they operate in far better.

The brand society defines the set of worths that are feeding the brand's motivation, in addition to where the item is acquired. To boost the interaction with consumers as well as decrease misunderstandings, Brands require its own culture from which every product should come from. Social worths are concepts that identify exactly how people regard themselves and also others. It is also highlighted that marketers need to watch the brand society as a major weapon thinking about to boost the competitive advantage in operating markets

Culture links the brand name to the firm and highlights the differencing variables. these setting apart variables of the society can refer to the standard principles leading the brand's outside indicators, such as product as well as interaction.

The three major facets of culture that have crucial effects on customer behaviour are local, ethnic, and religious differences. First of all, consumption patterns might differ in various regions of India and also the globe and marketing strategy can sometimes be

customized especially to these regions. Secondly, our country has a number of various ethnic teams and also populace trends will significantly alter the group profile of the country in the next half a century. The very diverse Eastern American subculture is described as young and also having higher socioeconomic standing, putting strong value on the family members and the team and being strongly brand loyal. Despite its variety, advertising and marketing methods can be developed for this group. Finally, religions and values can influence consumers. Several marketing professionals are now coming to be modern in their advertising tasks by attempting to interest a variety of cultures at the same time. Although the diversity of the Indian melting pot may be one-of-a-kind, there are several essential ethnic teams in various other areas of the world

6. Brand relationship

Customers transfer features from human partnerships to the ones they hold with certain brands. When customer and also brand name behaviour are coherent with each other, this might offer origin to reactions that will create results causing a high brand relationship high quality, consumers to choose the brand name, tolerate and forgive its errors, biased point of views in the direction of the brand name's advertising programs, devaluating alternatives and also attributing predisposition in their acquisition decisions, causing an extra sturdy as well as more steady connection with the brand name, an alternate design to reviewing brand loyalty.

Partnership is defined as the communication between customers' attitude in the direction of the brand and the brand's attitude towards the consumers. This indicates that consumers' perception plays an integral part right into the brand name communication. Firms should include the connection aspect right into their brand in order to be successful in the procedure of purchase and also exchange. Companies require to include brand names into the world of the consumer in order to acquire a "magnetic" connection between them.

7. Brand association

Brand associations are defined below as the perceptions regarding a brand that the consumer holds in memory, which stand for the meaning of the brand name for the

customer. Brand associations might take various types. 1) characteristics, 2) benefits, as well as 3) mindsets. Features are those descriptive features that define a service or product. Attributes can be differentiated with customer service efficiency. Along these lines, attributes can be classified into product-related and also non-product-related characteristics. Product-related features are specified as the components needed for executing the primary services or product operate looked for by customers. Hence, they connect to an item's physical structure or a solution's requirements.

8. Brand identity

A brand identification is specified by its tangible as well as abstract attributes, every little thing that makes the brand name what it is. The brand name identification is based on its roots and also heritage, every little thing that offers the brand name its unique authenticity and authority within its world of accurate values and benefits. Brand identity does not just stand for the substantial physical features of the product/ services - aesthetic, verbal or audio expression such as the logo, product packaging, ring tones but additionally the abstract qualities-- the attitudes, worths, practices, society - of the organization behind the brand name. These aspects are the face of a brand.

Brand identity is made use of first in 1986 as well as since then there have been numerous conversations of its definition. Brand name identity includes everything that makes the brand purposeful and also distinct. Brand identification consists of worths, objective and moral photo that together comprise the essence of uniqueness that set apart the brand name. Brand identity uses a possibility to position a brand and also urges critical strategy while managing it. Brand identification involves lots of measurements and any interaction from the brand name; whether it is formal or casual, spoken or non-verbal, should be sync with its brand identification. Brand name identity, defining it as an unique collection of brand associations that companies intend to develop or keep. According to the writers, brand identity represents just how business aspire to be viewed. They also recommended that the function of brand identity is to establish a connection between the brand name and also the client. Based on the reviewed interpretations, the authors of this thesis have made a decision to define brand name identity as "a set of distinctive qualities, used in brand name interaction, making the brand significant and also special".

9. Brand performance

Brand efficiency dimension is of critical value for any advertising company. A brand's efficiency is measured and also denominated in worth terms on the event of sale of a brand or while reporting it in the annual report as an abstract possession. It is seen that efficiency of a brand is determined only on the basis of returns, nobility, incomes, cash flows on one hand, or on the basis of recognition, identity/image, retention/advocacy, and also perceived top quality on the.

Brand names are multidimensional entities, whose success calls for matching a firm's useful and emotional values with customers' efficiency and psychosocial needs. Corporate branding hence relies heavily on an organization's participants holding congruent perceptions about the nature of their brand. However, with business branding, the groups in charge of taking care of brand names are becoming larger and also the make-up of their participants extra varied.

3.6 Brand Loyalty

The principle of loyalty first showed up in the 1940s. In its earliest days commitment was suggested as a uni-dimensional construct which was connected to the measurement viewpoint taken by the researcher. 2 separate commitment principles progressed, particularly, "brand name choice", which was later described as attitudinal commitment and "share of market", which was later referred to as behavioural loyalty. Nearly 30 years after loyalty first showed up in the scholastic literary works scientists recommended that commitment may be more complicated which comprise both attitudinal and behavioural loyalty. This bi-dimensional idea has actually since been integrated as well as referred to as composite loyalty. The composite meaning of commitment has become the basis for much loyalty study that has actually because been undertaken. The composite interpretation of commitment takes into consideration that loyalty should constantly comprise favorable mindsets, intents and repeat.

Loyalty defines as it is a solid dedication to superior solutions or products bought in future to get the very same brand name despite of marketing efforts by potential

opponents and also their effects. This meaning may be limited. As a matter of fact, customer's dedication is the result of an organization, which develops advantages for consumers to ensure that they keep on boosting their purchase from the same company. Real customer's dedication is established when he/she is encourage to purchase with no encouragement. This relationship developed if celebrations really feel that there are special benefits for them and also they can attract each various other like two poles. Loyal customer does not only concentrate on prices but additionally he/she acts like a fan of organization and, consequently, assists to draw in brand-new clients. Also, the cost to acquire a brand-new customer is 15 times of keeping an existing consumer and by 5% boosts in customers' loyalty and also the profit enhances 25-- 85 percent.

To acquire clients' loyalty, one must at first have an image of the customer. First, the organization has one consumer as well as protects him/her by regard and also arbitration. Then, it utilizes any type of connection as a possibility to develop commitment. With regard to customer's commitment, the goal is to enhance the partnership in between customer and also organization in the problem of passing various steps of managing the connections with consumer. Therefore, consumer's complete satisfaction grows and the value of connections will raise amongst celebrations. This coincides thing, which leads client to loyalty enhancement. If company continues to fulfill consumer's demands and also to offer its services in a manner which motivates long-term demand, after that a reciprocal worth will certainly be developed and the final target particularly customer's reliance or strategic monitoring of relations with client will be achievable.

Brand loyalty reflects the dedication of a client to re-buy the firm's products constantly in future. Customer retention can be accomplished just via promoting costs commitment by establishing a psychological as well as a normative accessory between the brand name as well as the consumer.

Brands should determine the resource or manufacturer of a product permit customers to designate obligation to a certain manufacturer or distributor. Consumers find out about brands through previous experiences with the item as well as its marketing program.

Brand name loyalty in customer choices can be a significant source of incumbent benefit. Brand name commitment is a consumer's preference to purchase a specific brand name in an item group as well as occurs due to the fact that customers regard that the brand offers the appropriate product functions, images, or degree of high quality at the right rate. This perception becomes the structure for a brand-new buying practice. Generally, consumers at first will make a test purchase of the brand name and also, after satisfaction, often tend to create habits as well as proceed purchasing the same brand because the product is secure and also familiar.

3.8 Purchase Intention

Customer Acquisition intent is considered as a subjective disposition toward an item and can be an essential index to forecast customer habits. Purchase intent indicates a subjective disposition customers have in the direction of a particular item, as well as has actually been show a key element to predict consumer behavior.

Acquisition intention includes the subjective of future behavior. Relationships between acquisition motivation as well as the inspiring elements affect consumers' internal purchase intent on luxury brands. Individual attitudes and also unforeseeable situations will influence purchase intention. Private attitudes include individual preferences to comprehend obedience to others' expectation as well as unforeseeable circumstances represent that customers change acquisition objective because a circumstance is showing up, for instance, when the cost is more than anticipated cost.

Repeat purchase behaviour for a high-involvement item is the indication of brand commitment. If, after the purchase as well as use of the product the customer is satisfied, he is happy and goes in for repeat purchases or recommends the exact same to his good friends and acquaintances. If, nonetheless, the customer is dissatisfied, he stops more acquisition of the product as well as develops a lack of confidence in the direction of it, which might be unsafe to the company. Complete satisfaction of the customer, after the sale has actually been effected is essential for repeat acquisition.

Promotion is a mix of various motivations to stimulate customers or retailers to stimulate immediate investing in response toward a product or service within a short time duration.

Customers reply to the incentive of conserving when they see items are being sale at a lower cost, and enhance their purchase intent. Because customers typically make a prompt purchase, when being decreased by economic incentives, the better the promotion is, the more feedback it produces. Before buying, customers begin by collecting item info based upon individual experience and external setting. When the quantity of details reaches a certain level, consumers begin the evaluation and also analysis procedure, and purchase decision after comparison and also judgment.

3.9 Literature Review

Ajit.S. Deshpande (2014) investigated the marketplace Analysis of Consumer goods that mostly focuses on market evaluation and customer attitudes towards consumer durables. There were 120 participants that showed that cost is one of the most important aspect for them while making acquisitions of customer durables and it additionally plays a major function in the clients mind as well as produce understanding amongst the consumers. They likewise found that most of consumers do not buy consumer durables from exhibits. They just see the events to see the firm's newest model.

S. Gowri (2012) examined the impact of brand name factors on the purchase of various brands of tv and also took a look at the influence of brand elements on the purchase of the long lasting product television. The scientist discovered that raising competitors in consumer sturdy market is driving constant shifts in the behavioural measurements of customers and characteristics of brands which impact the brand name choice. It would additionally be guided in the direction of measuring such modifications and also their correlation to name a few affecting elements to aid supervisors create critical as well as audio principles and methods that react to the changes.

Suresh Rajan S.G (2012) gauged the influence of self-decision of the rural consumer on the acquisition of durables. The scientist has actually stated that the country customers' purchase capacity is differentiated from the past, due to the details literacy. The research study interpreted that the stratified respondents are not even their self-decision perspective in the direction of the purchase of the example item like Tv, Audio, Mobile phone, as well as Two-wheeler, at the exact same time every stratified participant self-

decision attitude is differs to product smart. The research study concluded that the unique personality affects his/her very own acquiring habits, and distinctive personality experience and experience is differ in item wise. The research study additionally advised to marketing experts' unique promo tool may not successful result in the customers, for the sack it may be determined the possibility of customers in fractional sensible, as well as their promotion. So it is feasible to emphasize the item method multi dimension strategy.

Hundal B.S. and also Anand (2008), examined the assumption of the consumer in the direction of marketing schemes for customer durables with the aid of key data from 299 respondents of rural and 297 from metropolitan locations, whose monthly incomes goes beyond Rs.10,000/- with F-Test and also Z-Test. The research study revealed that substitute is the crucial variable for transforming prospective consumer into actual customer in instance of country respondents. Country customers are much more worried about repair work as well as upkeep of the consumer durables. Therefore, after sales service in case of backwoods emerges significant advertising action yet might not be entertained by marketing professionals because of poor infrastructure. In case of metropolitan customers, off seasonal advantages is also shown to be impassive as to their equivalent in the backwoods.

Anisimova Tatiana Anatolevena (2007), checked out the effects of business brand development and also its influence on customer practices for consumer durables. An absolute in-depth evaluation has actually been performed with the assistance of seven factor likert range. Various variables like company tasks, business organizations, corporate values, corporate character, innovation, innovation as well as technology sophistication has actually been into factor to consider. The study plainly reflected that business tasks as well as practices play an extremely important function in creating corporate brand name which ultimately exchange customer brand loyalty. The researcher discovered that there is direct partnership in between business activities and company image organization in the customer's memory and also customer commitment.

CHAPTER 4 - RESEARCH METHODOLOGY AND PROCEDURE OF WORK

Research is an original contribution to the existing stock of knowledge. It is the pursuit of truth with the help of study observation, comparison and experiments. The search for knowledge through objectives and systematic method of finding solution to a problem is research.

4.1 Research Design

Descriptive research design was used in this project. It embraces a large portion of Marketing Research. The purpose is to provide an accurate snapshot of some aspects of the marketing environment.

SAMPLE SIZE

A sample size refers to the number of items to be selected from the population to constitute a sample. 250 respondents were selected as samples for survey.

SAMPLING TECHNIQUE

The researcher as used probabilistic systematic sampling. In this technique the elements are selected from the population at a uniform interval that is measured in time, order or space.

NATURE OF DATA

While deciding about the method of data collection to be used for the study, the researcher kept in mind for two types of data, i.e., primary data and secondary data.

The primary data are those which are collected as fresh and for first time and thus happen to be original in character. Primary data were collected directly from the respondent. The secondary data from the other hand are those which have already been collected from someone else and which have been passed through the statistical process. Secondary data are collected from various sources like pamphlets, book and journals etc., In this study the researcher had used both types of data collection method.

4.2 Tools for data Collection

Major tools used for collecting primary data include Questionnaires, and observation method. In this research the researcher had used questionnaire method for collecting primary data. Secondary data is collected from the internet.

DATA ANALYSIS

The data collected through the questionnaire was analyzed using Simple Percentage, excel table and graphs.

PERIOD OF THE STUDY

The data has been collected by the researcher through questionnaire from the consumers during the period of last three months.

AREA OF THE STUDY

This study has been conducted by the researcher in Delhi city as the suitable area due to the people of belongs to various levels.

CHAPTER 5 - ANALYSIS OF DATA

5.1 SIMPLE PERCENTAGE METHOD

TABLE 5.1.1.1 AGE GROUP OF THE RESPONDENTS

Sl No	AGE	No. of Respondents	Percentage
1	Less than 18	20	8
2	18 – 25	60	24
3	26 – 35	80	32
4	36 – 45	56	22
5	45 and above	34	14
	Total	250	100

INTERPRETATION

The above table shows that the 8% of the respondents are less than 18 years old, 24% of the respondents are 18-25 years old, 32% of the respondents are 26-35 years old and 22% of the respondents are 26-45 years old, 15% of the respondents are more than 45 years old

CHART 5.1.1.2 AGE GROUP OF THE RESPONDENTS

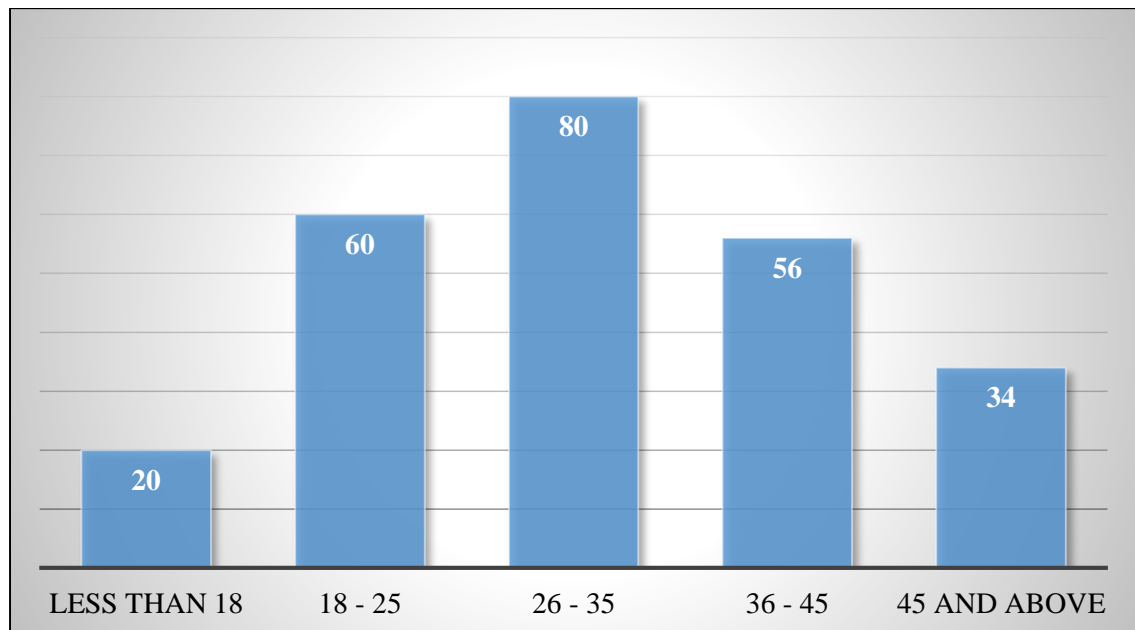


TABLE 5.1.2.1 GENDER OF THE RESPONDENTS

SI No	Gender	No. of Respondents	Percentage
1	Male	140	56
2	Female	110	44
	Total	250	100

INTERPRETATION

The above table shows that the 56% of the respondents are male and 44% of the respondents are female.

CHART 5.1.2.2 GENDER OF THE RESPONDENTS

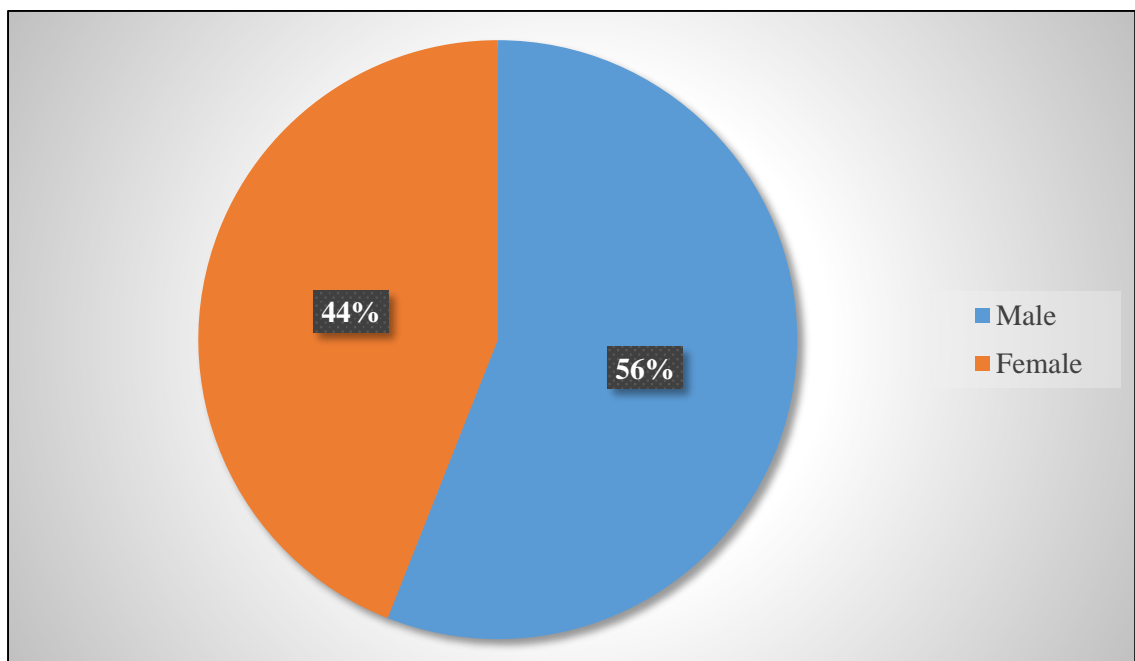


TABLE 5.1.3.1 PROFESSION OF THE RESPONDENTS

Sl No	Profession	No. of Respondents	Percentage
1	Student	85	34
2	Salaried	50	20
3	Business	55	22
4	House Wife	20	8
5	Profession and Self Employed	35	14
6	Retired	5	2
	Total	250	100

INTERPRETATION

The above table shows that the 34% of the respondents are student, 20% of the respondents are salaried employee, 22% of the respondents are in business, 8% of the respondents are housewife, 14% of the respondents are professionals.

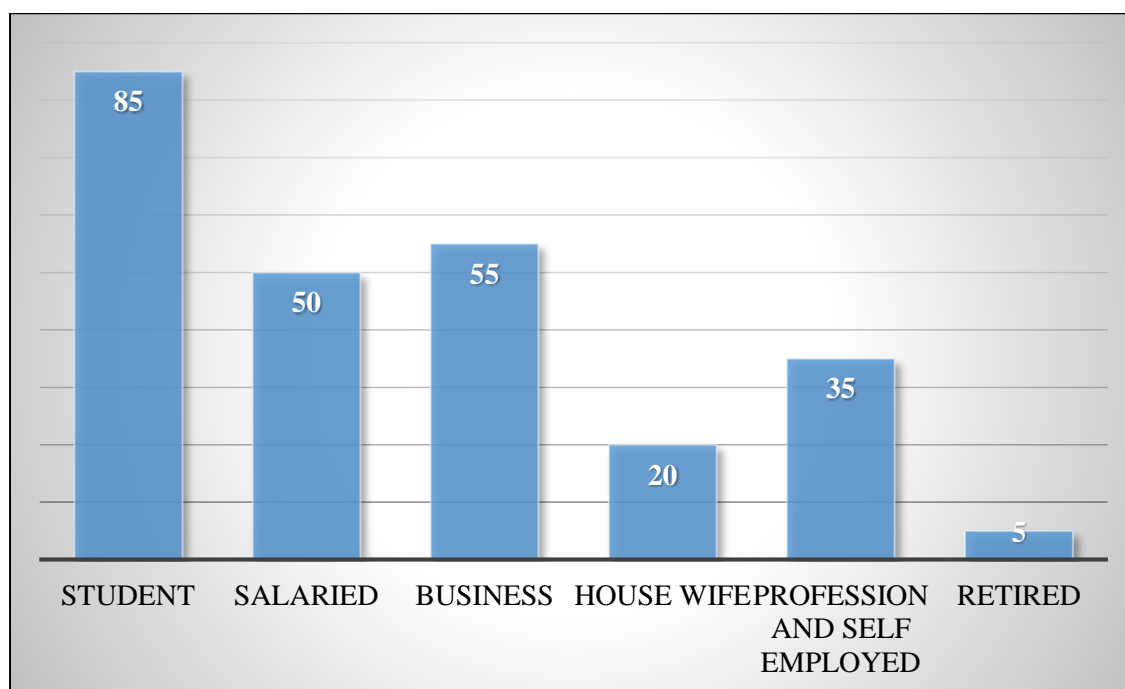
CHART 5.1.3.2 E PROFESSION OF THE RESPONDENTS

TABLE 5.1.4.1 INCOME GROUP OF THE RESPONDENTS

Sl No	Monthly Income (Rs.)	No. of Respondents	Percentage
1	Upto 15000 (L)	45	18
2	15000 to 50000 (M)	130	52
3	More than 50000 (U)	75	30
	Total	250	100

INTERPRETATION

The above table shows that the 18% of the respondents were earning upto Rs.15000 per month, 52% of the respondents were Earning Rs.15000-50000 per month and 30% of the respondents were more than 50000 per month.

CHART 5.1.4.2 INCOME GROUP OF THE RESPONDENTS

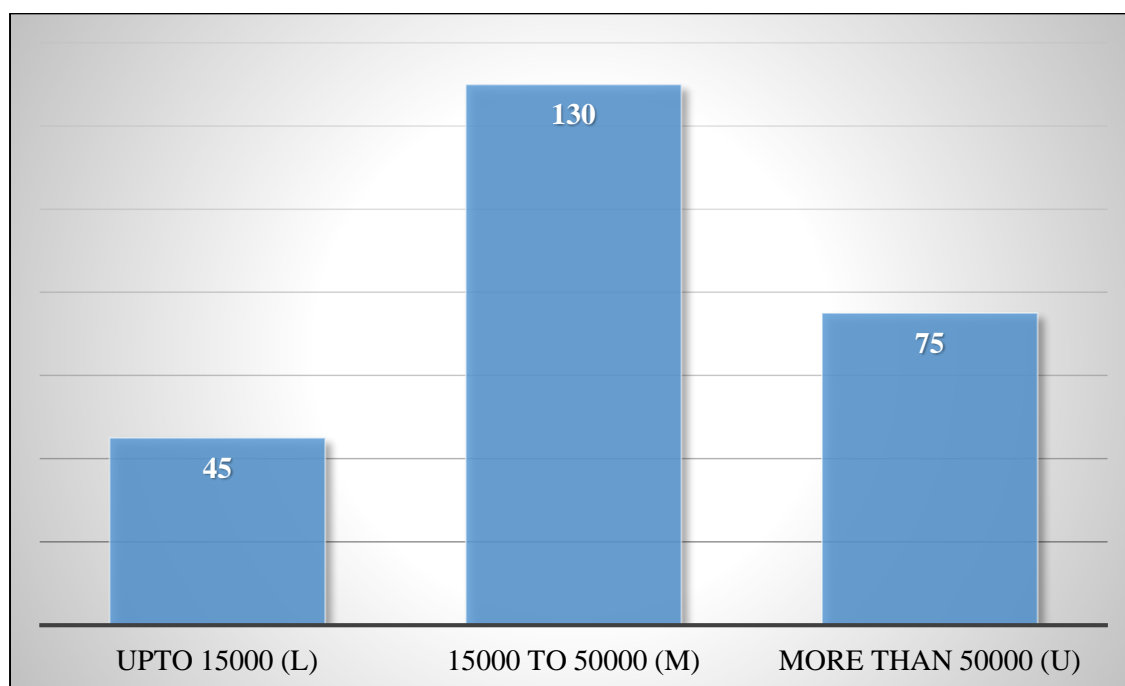


TABLE 5.1.5.1 BRAND PREFERENCE

Sl No	Company	No. of Respondents	Percentage
1	Samsung	75	30
2	LG	60	24
3	Sony	40	16
4	Whirlpool	15	6
5	Videocon	11	4
6	Godrej	7	3
7	Philips	5	2
8	Onida	2	1
10	Others	35	14
	Total	250	100

INTERPRETATION

The above table shows that 30% of the respondents prefer Samsung products, 24% of the respondents prefer LG, 16% of the respondents prefer Sony, 6% of the respondents prefer Whirlpool, 4% of the respondents prefer Videocon, 3% of the respondents prefer Godrej, 2% of the respondents prefer Philips and 14% of the respondents prefer other brand

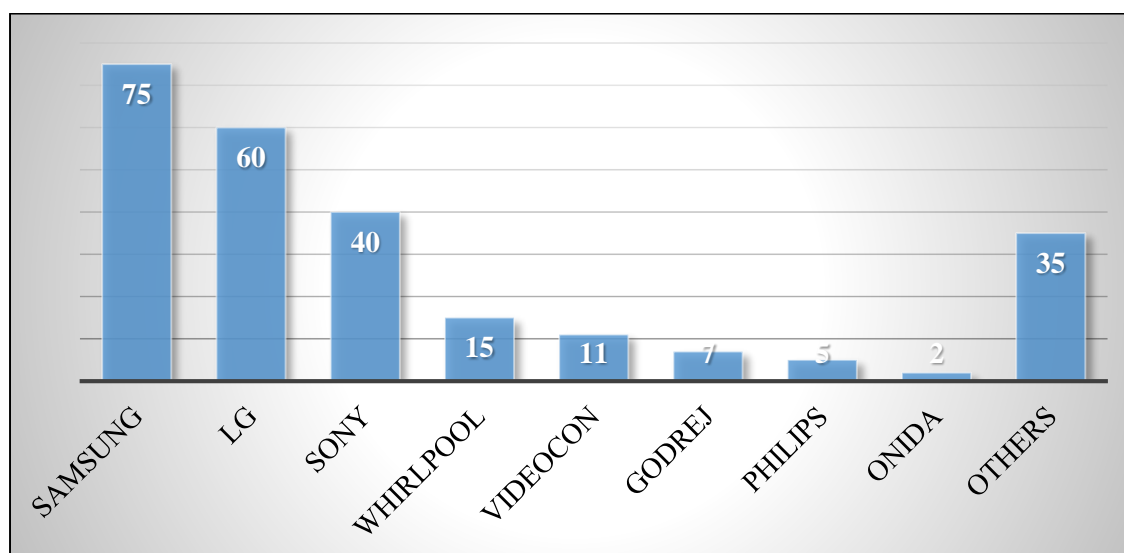
CHART 5.1.5.2 BRAND PREFERENCE

TABLE 5.1.6.1 WHAT MAKES YOU TO PREFER A BRAND?

Sl No	Category	No. of Respondents	Percentage
1	Quality	55	22
2	Price	95	38
3	Brand Name	40	16
4	Customer Service	27	11
5	Easy to Use	11	4
6	User Feedback	17	7
7	Others	5	2
	Total	250	100

INTERPRETATION

22% of the respondents believe quality is the main point to select a brand, 38% of the respondents believe price is the key, 16% of the respondents believe brand name is the key, 11% of the respondents believe customer service is the key

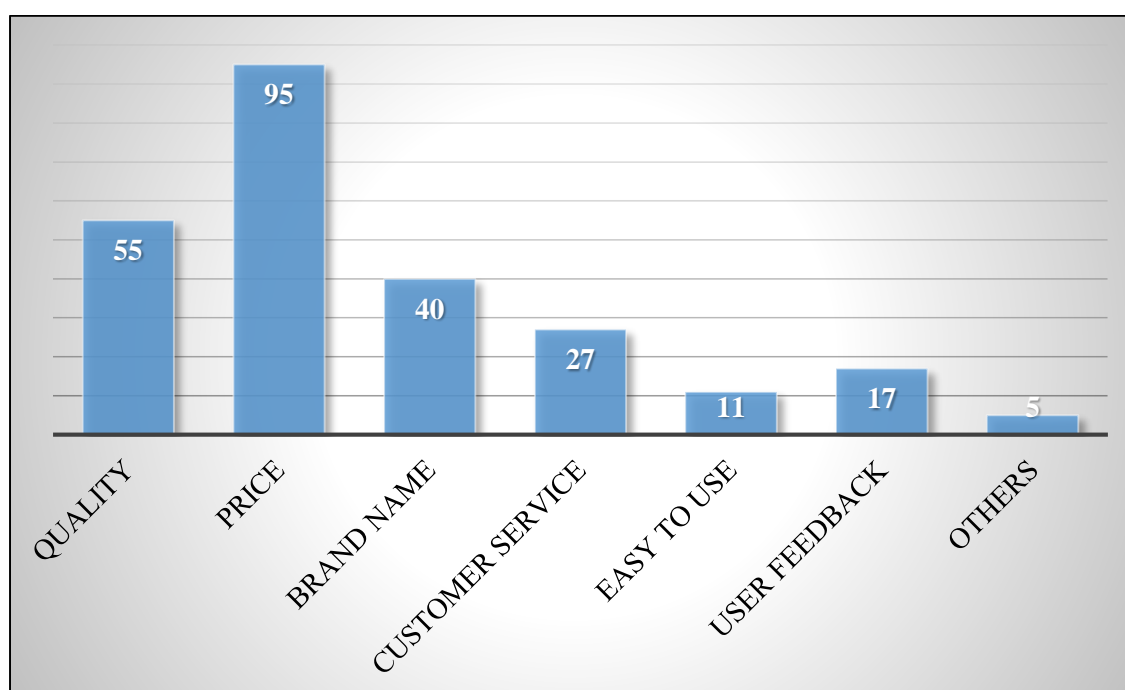
CHART 5.1.6.2 PREFER A BRAND

TABLE 5.1.7.1 SOURCES OF AWARENESS

SI No	Category	No. of Respondents	Percentage
1	Advertisement	105	42
2	Friends	70	28
3	Relatives	45	18
4	Dealers	30	12
	Total	250	100

INTERPRETATION

42% of the respondents said they aware particular brand from advertisement, 28% of the respondents said they aware from friends, 18% of the respondents said they aware from relatives, 12% of the respondents said they aware from dealers

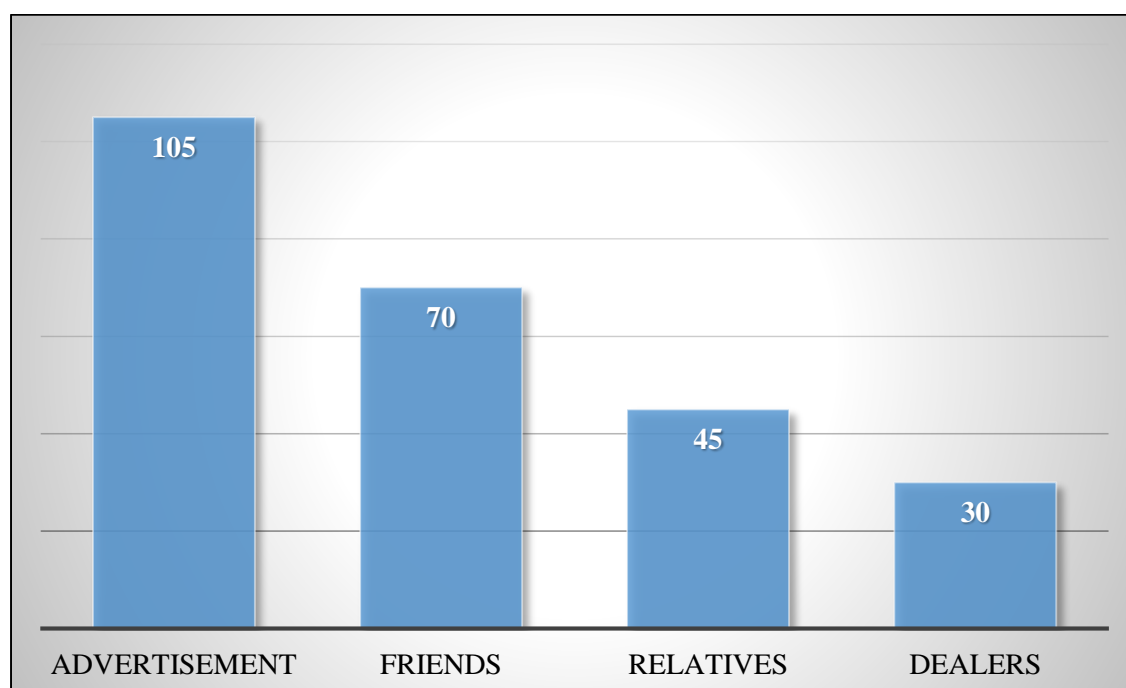
CHART 5.1.7.2 SOURCES OF AWARENESS

TABLE 5.1.8.1 DO YOU THINK BRANDED PRODUCTS ARE BETTER THAN UNBRANDED PRODUCTS?

Sl No	Category	No. of Respondents	Percentage
1	YES	180	72
2	NO	70	28
	Total	250	100

INTERPRETATION

The above table shows that the 72% of the respondents think branded products are better.

CHART 5.1.8.2 DO YOU THINK BRANDED PRODUCTS ARE BETTER THAN UNBRANDED PRODUCTS?

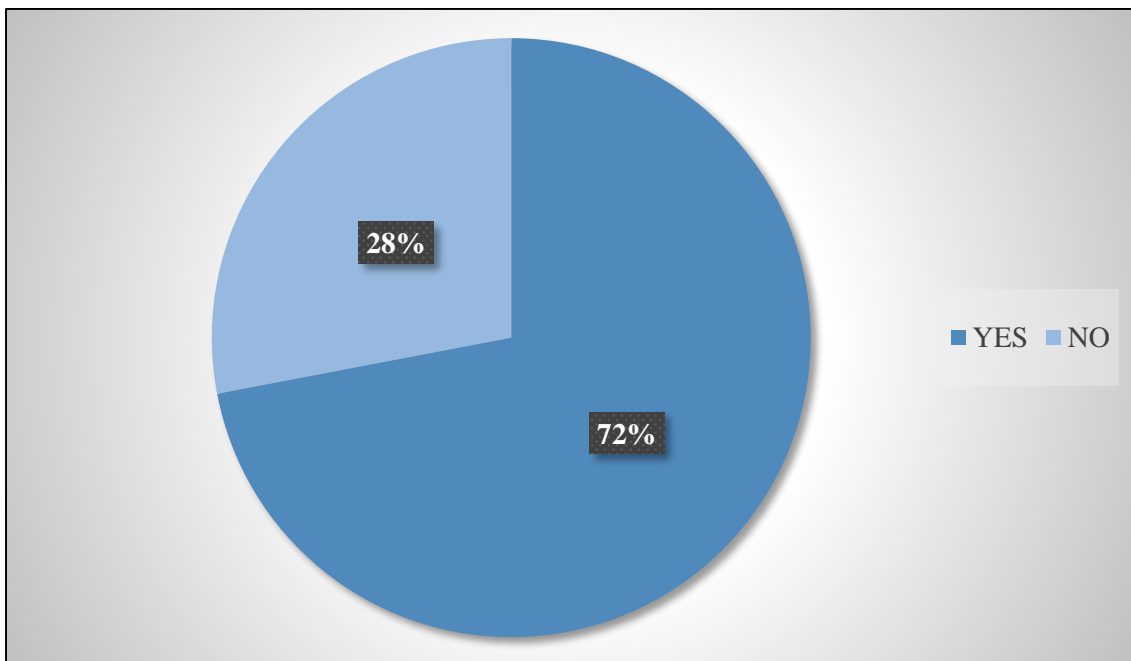


TABLE 5.1.9.1 ARE YOU SATISFIED WITH THE PRODUCT

Sl No	Category	No. of Respondents	Percentage
1	YES	195	78
2	NO	55	22
	Total	250	100

INTERPRETATION

The above table shows that the 78% of the respondents are satisfied with their product and 22% of the respondents are not satisfied with their product

CHART 5.1.9.2 ARE YOU SATISFIED WITH PRODUCT

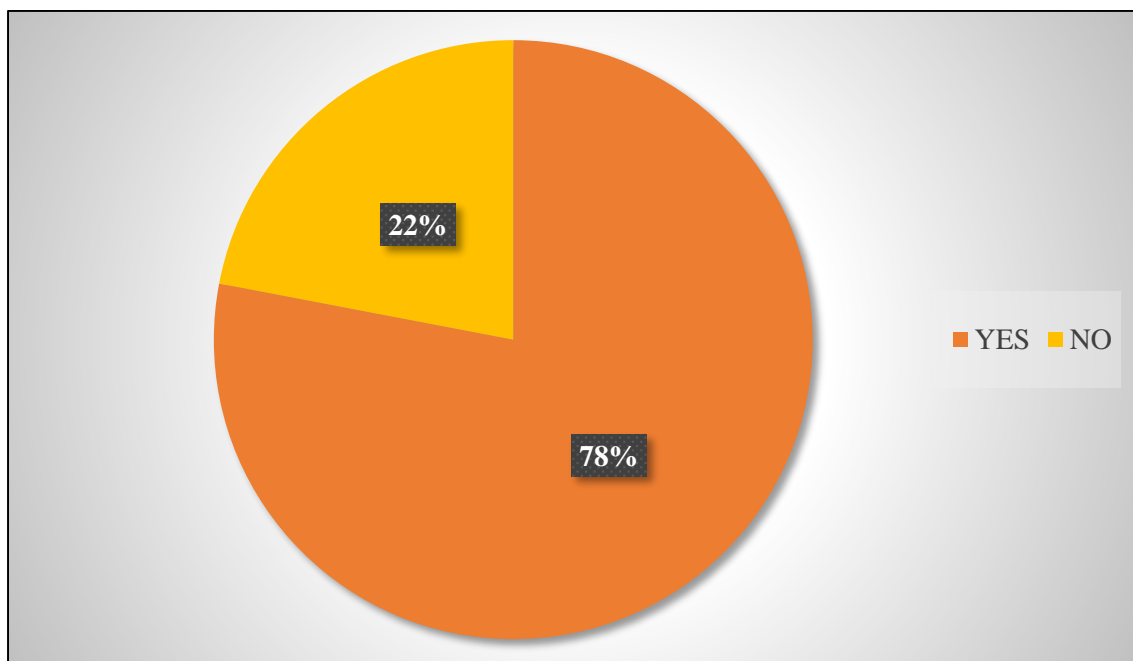


TABLE 5.1.10.1 HOW LONG YOU ARE USING YOUR PRODUCT?

Sl No	Category	No. of Respondents	Percentage
1	Less than 1 month	10	4
2	1 to 6 month	30	12
3	6 to 12 month	110	44
4	12 to 24 month	75	30
5	more than 24 month	25	10
	Total	250	100

INTERPRETATION

The above table shows that the 4% of the respondents were used their product from past 1 month, 12% of the respondents were used their product from last 6 month, 44% of the respondents were used their product from last 12 month, 30% of the respondents were used their product from last 24 month

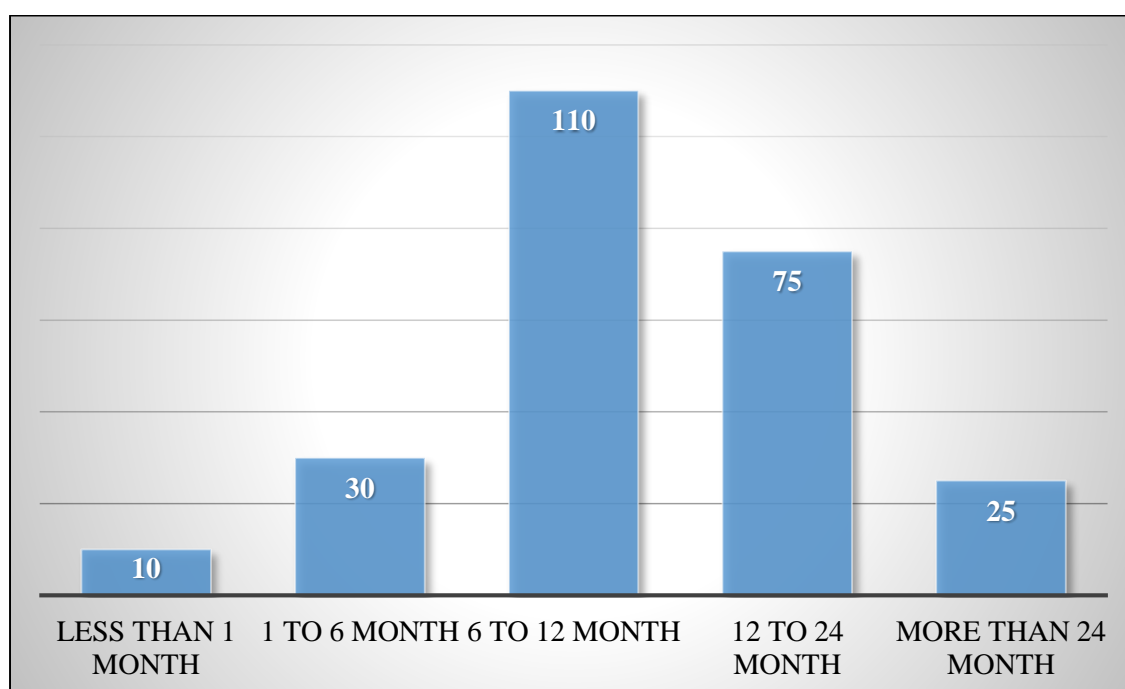
CHART 5.1.10.2 HOW LONG YOU ARE USING YOUR PRODUCT?

TABLE 5.1.11.1 FROM WHERE YOU HAVE PURCHASED?

Sl No	Category	No. of Respondents	Percentage
1	Dealer	80	32
2	Priority Shop	30	12
3	Shopping Mall	90	36
4	Online	50	20
	Total	250	100

INTERPRETATION

The above table shows that 32% of the respondents purchased product from dealer, 12% of the respondents purchased product from priority shop, 36% of the respondents purchased product from shopping mall, 20% of the respondents purchased product from online portal

CHART 5.1.11.2 FROM WHERE YOU HAVE PURCHASED?

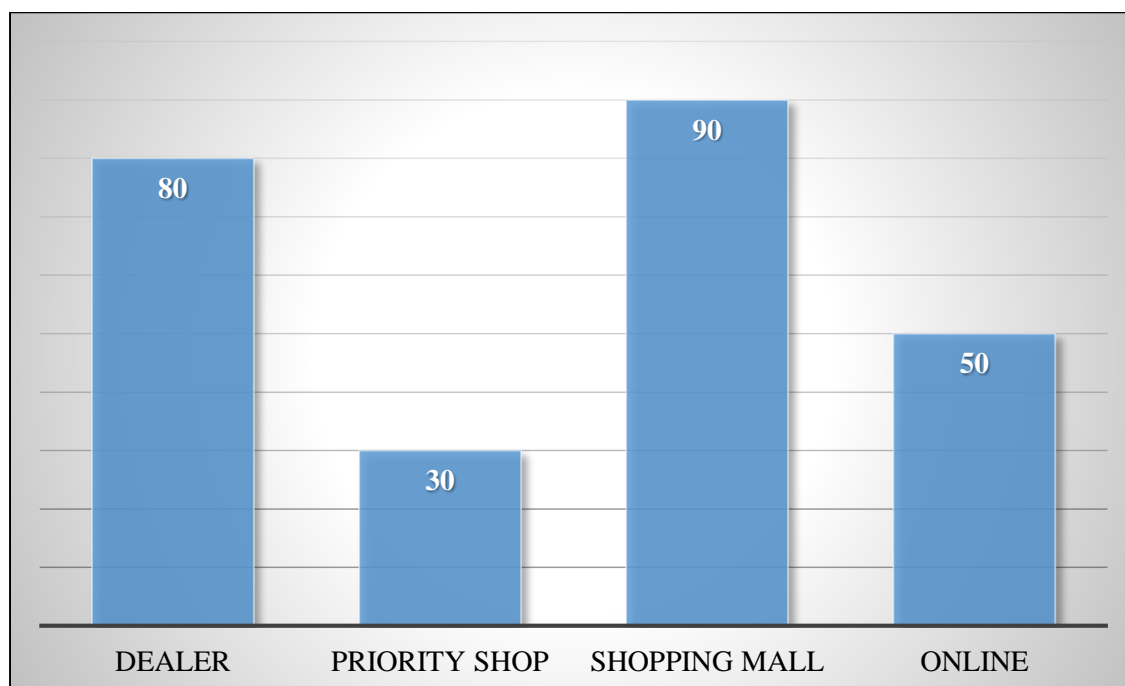


TABLE 5.1.12.1 DO YOU RECOMMEND YOUR BRAND TO OTHERS

Sl No	Category	No. of Respondents	Percentage
1	Yes	165	66
2	No	85	34
	Total	250	100

INTERPRETATION

The above table shows that 66% of the respondents wish to recommend his brand to others

CHART 5.1.12.2 1 DO YOU RECOMMEND YOUR BRAND TO OTHERS

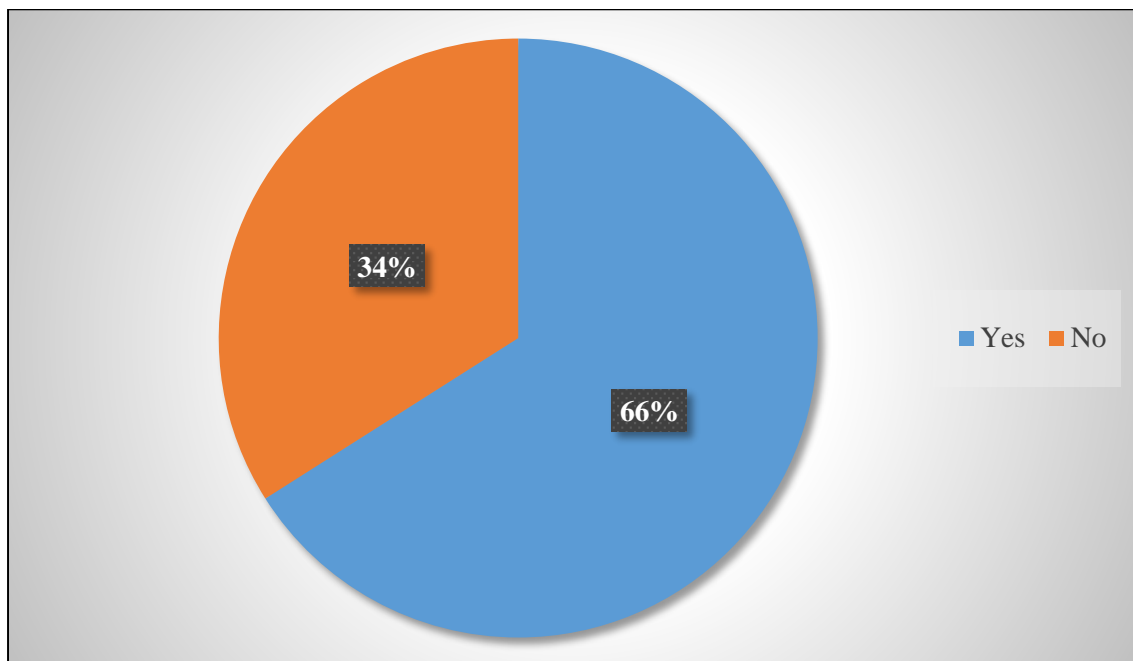


TABLE 5.1.13.1 ARE YOU A LOYAL CUSTOMER FOR THE PRODUCTS YOU BUY?

Sl No	Category	No. of Respondents	Percentage
1	Yes always. I stick to the same products	90	36
2	Never. I keep experimenting with new products	45	18
3	I choose the least-priced product.	115	46
	Total	250	100

INTERPRETATION

The above table shows that 36% of the respondents will stick to same product they had buy, 18% of the respondents will never stick to same product they had buy, 46% of the respondents will choose least-priced product

CHART 5.1.13.2 ARE YOU A LOYAL CUSTOMER FOR THE PRODUCTS YOU BUY ?

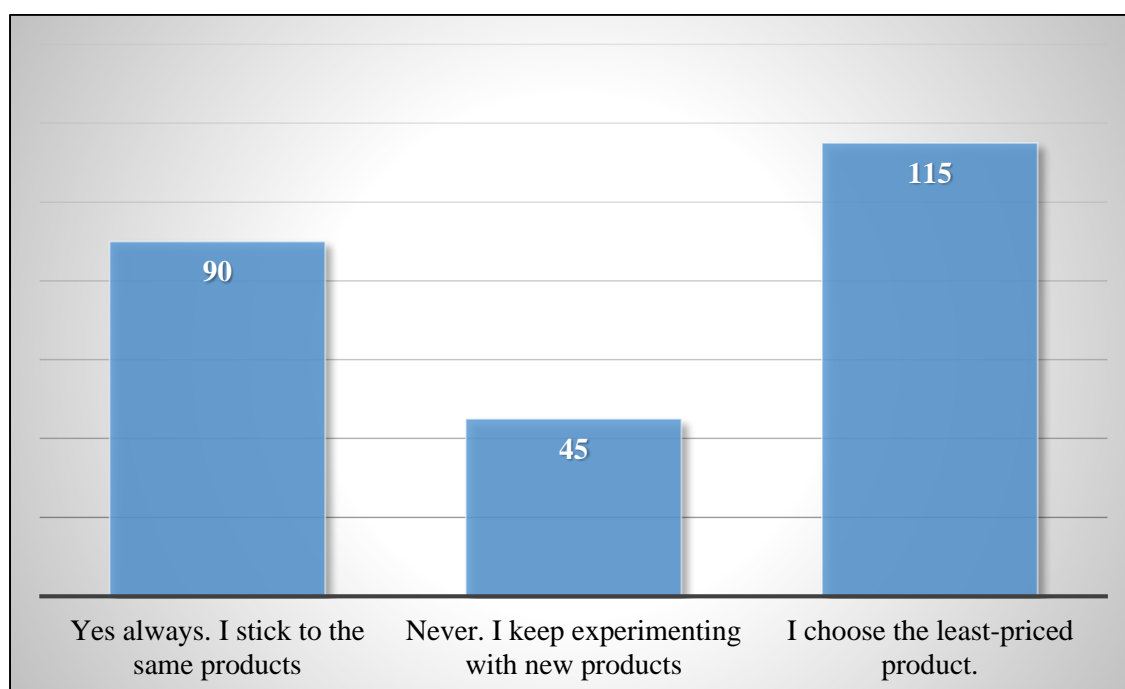


TABLE 5.1.14.1 WILL YOU STICK TO THE SAME PRODUCT IF THEIR PRICE IS INCREASED

Sl No	Category	No. of Respondents	Percentage
1	Up to a certain limit in price increase	170	68
2	Yes, irrespective of the price increase	20	8
3	No. I may look for different products	60	24
	Total	250	100

INTERPRETATION

The above table shows that 68% of the respondents will stick to same product they had buy upto certain limit of price increased, 8% of the respondents will stick with same product irrespective of the price increase, 24% of the respondents will look for other product if price increased.

CHART 5.1.14.2 WILL YOU STICK TO THE SAME PRODUCT IF THEIR PRICE IS INCREASED

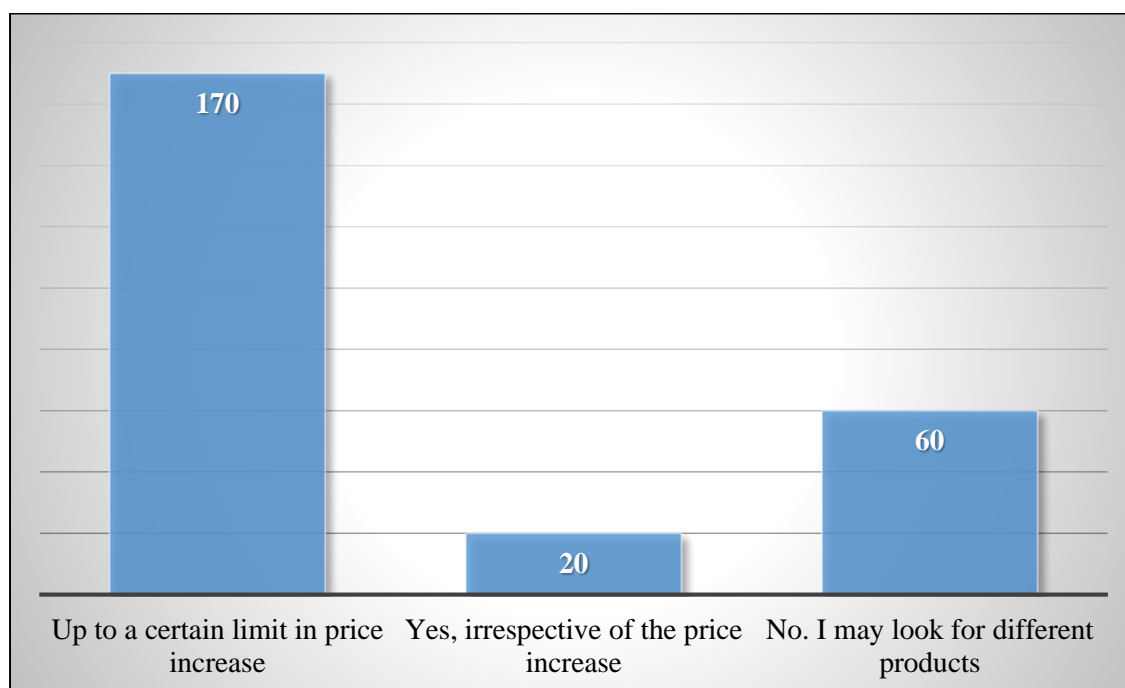
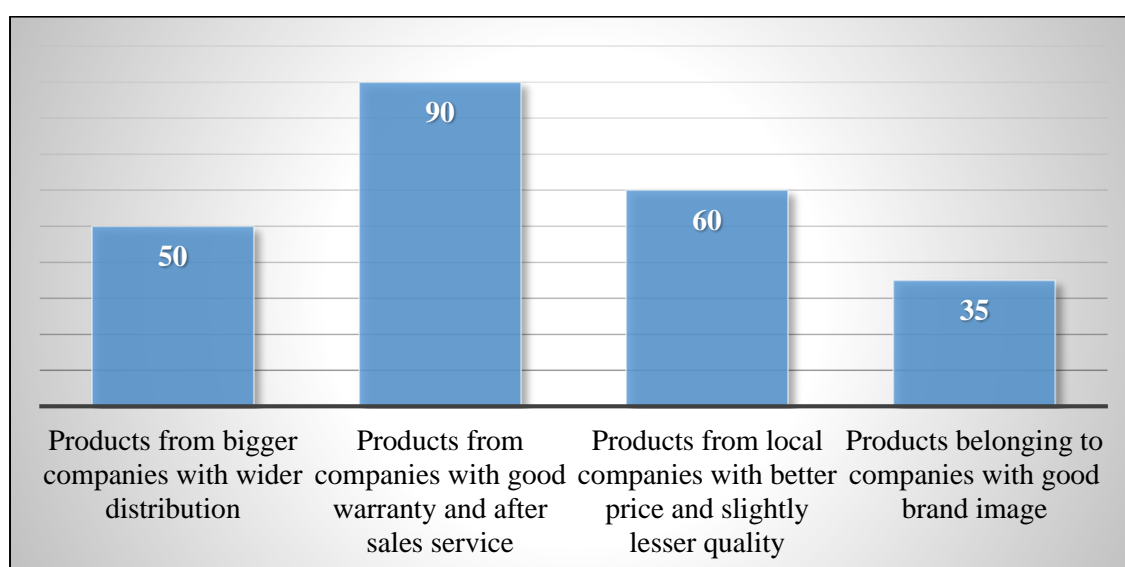


TABLE 5.1.15.1 WHICH OF THE FOLLOWING DO YOU PREFER?

Sl No	Category	No. of Respondents	Percentage
1	Products from bigger companies with wider distribution	50	20
2	Products from companies with good warranty and after sales service	90	36
3	Products from local companies with better price and slightly lesser quality	60	24
4	Products belonging to companies with good brand image	35	14
5	Others	15	6
	Total	250	100

INTERPRETATION

The above table shows that 20% of the respondents prefer product from bigger companies, 36% of the respondents prefer products from companies with good warranty, 24% of the respondents prefer products from local companies,

CHART 5.1.15.2 WHICH OF THE FOLLOWING DO YOU PREFER?

CHAPTER 6 – FINDINGS, SUGGESTION AND CONCLUSION

6.1 Finding

The development of positive attitudes towards brands can lead to not only the sustaining of competitive advantage, but in the bettering of the financial health of a company. Branding has been found to be a key in formation of positive attitudes towards products, especially those involving low-levels of consumer involvement. However it has been noted that there are factors that might negate the effects of the formation of positive attitudes. One being that the effects of positive attitudes can dissipate should the consumer not purchase the product within a certain timeframe. Another factor that might negate the effects of positive attitudes might be an overtly high pricing policy, which might have a contrary effect to the consumer's positive attitudes towards the brand and result in a non sale.

1. 8% of the respondents are less than 18 years old, 24% of the respondents are 18-25 years old, 32% of the respondents are 26-35 years old and 22% of the respondents are 36-45 years old, 15% of the respondents are more than 45 years old
2. 56% of the respondents are male and 44% of the respondents are female
3. 34% of the respondents are student, 20% of the respondents are salaried employee, 22% of the respondents are in business, 8% of the respondents are housewife, 14% of the respondents are professionals.
4. 18% of the respondents were earning upto Rs.15000 per month, 52% of the respondents were Earning Rs.15000-50000 per month and 30% of the respondents were more than 50000 per month.
5. 30% of the respondents prefer Samsung products, 24% of the respondents prefer LG, 16% of the respondents prefer Sony, 6% of the respondents prefer

Whirlpool, 4% of the respondents prefer Videocon, 3% of the respondents prefer Godrej, 2% of the respondents prefer Philips and 14% of the respondents prefer other brand

6. 22% of the respondents believe quality is the main point to select a brand, 38% of the respondents believe price is the key, 16% of the respondents believe brand name is the key, 11% of the respondents believe customer service is the key
7. 42% of the respondents said they aware particular brand from advertisement, 28% of the respondents said they aware from friends, 18% of the respondents said they aware from relatives, 12% of the respondents said they aware from dealers
8. 12% of the respondents used mobile phone for only phone calls, 24% of the respondents used mobile phone for phone calls and messages, 18% of the respondents used mobile phone for calls and internet, and 46% of the respondents used mobile phone for calls, message, internet
9. 72% of the respondents think branded products are better.
10. 78% of the respondents are satisfied with their product and 22% of the respondents are not satisfied with their product
11. 4% of the respondents were used their product from past 1 month, 12% of the respondents were used their product from last 6 month, 44% of the respondents were used their product from last 12 month, 30% of the respondents were used their product from last 24 month
12. 32% of the respondents purchased product from dealer, 12% of the respondents purchased product from priority shop, 36% of the respondents purchased

product from shopping mall, 20% of the respondents purchased product from online portal

13. 66% of the respondents wish to recommend his brand to others
14. 36% of the respondents will stick to same product they had buy, 18% of the respondents will never stick to same product they had buy, 46% of the respondents will choose least-priced product
15. 68% of the respondents will stick to same product they had buy upto certain limit of price increased, 8% of the respondents will stick with same product irrespective of the price increase, 24% of the respondents will look for other product if price increased.
16. 20% of the respondents prefer product from bigger companies, 36% of the respondents prefer products from companies with good warranty, 24% of the respondents prefer products from local companies,

6.2 Suggestion

Brand name positioning is an essential strategy for attaining differential benefit. Positioning reflects the "place" a brand name inhabits in a market or sector. An effective brand name setting has qualities that are both distinguishing and vital to customers. Every brand name has some sort of setting-- whether intended or not. Settings are based upon consumer perceptions, which may or may not mirror fact. A brand name setting is properly constructed by connecting a regular message to consumers concerning the product as well as where it matches the market-- with advertising, brand, and also packaging. In requiring brand-new standard in brand advertising, it is recommended that there is a demand for brand names to relocate from wide based advertising and marketing to a lot more targeted as well as customized positioning. Hence, positioning should be the system from which all marketing supervisors' relevant activities ought to stream. Plainly, this has ramifications not just for marketing, yet also for educating stakeholders as well as stimulating regular distribution. After all, the assured placement has to be provided.

In this study we have actually found that consumers are significantly knowledgeable about available brand name and they are well satisfied with their current items. However as consumer durable markets are very competitive and all business are extremely aggressive for their prices. Nonetheless we have noticed customer are not only looking for cost they additionally searching for top quality of products, various other attributes, solutions of particular product. Solid and also long-lasting brand partnerships are necessary advancements hereof, and also a way in which this can be achieved is by motivating loyalty (thought about a brand asset) in the direction of the brand name by using devices such as motivation programmes for the customer. Through producing a dedicated customer base there is more of a warranty of future sales and earnings, which consequently adds to favorable brand equity, Motivations, or regular- buying programmes.

This research study suggests that customer durables suppliers need to pay much interest to the influences of brand name recognition, brand name efficiency, brand personality, perceived quality and brand name loyalty as well as purchase objective. The study locates

that if customers can determine a brand name when they wish to purchase customer durables, it suggests that the customer durables hold higher brand awareness. When a product has a popular brand name, it can win customers' preferences and also raise their acquisition intent.

The brand placing ought to differentiate the brand from others. It must impact and also eventually match consumer assumptions of the brand name. It must recognize the brand name's distinct value to consumers. The brand name placing have to be believable. The brand placing must be consistent in all locations of the business and It need to be understandable. The brand name placing need to be strong sufficient to stand up to rival counter-attacks and also it must match the brand name assurance, brand name character, and brand picture. The brand name positioning should be difficult to duplicate. The brand must be positioned for long-term success, adjustments, extensions, as well as expansion.

Although the consumer durables organizations are succeeding in Indian market, there are still different means within the brand name placing to be much more effective. The purpose of the brand positioning is to settle as well as interact the image of the brand in the consumers' mind in a suggested means. However, because customer durables companies as well as their rivals are sharing bountiful similarities, it is important to be more powerful set apart in the mind of the clients. Among the means is to concentrate more on the technique to the clients. The referrals will, therefore, generally stress on the "Brand name for whom" and "Why" components.

Based on this study we have suggest below points to increase brand positioning and band loyalty.

- Marketing & advertising services should be improved in order to improve awareness as well as perception level of costumers.
- Company should try to introduce new product range and make quality product with aggressive pricing.
- Customer service need to improve
- Introduction of different models with different pricing n\based on consumer income group

6.3 Conclusion

Positioning is extremely crucial in regards to tactical advertising and marketing. All of the advertising attempts and also marketing mix techniques are shaped around the positioning technique. Specifically in the 21st century and brand-new organisation age, competition is at the very heart as well as mind of the customers. The positioning strategies of the brand names figure out the guidelines as well as critical actions of competition in the market. Any kind of brand name that has a strong as well as favorable position in the minds of its consumers has the chance of accomplishing customer loyalty and also sustainability. Any kind of brand name that intends to be successful because market should largely deal with maintaining Brand Positioning and also providing Brand complete satisfaction as well as deal gratifying high quality client Services.

Solid brand placing permits the firms to maintain customers much better, service their needs better, as well as increase profits. Brand name positioning can be boosted by successfully executing and managing a recurring partnership advertising and marketing effort by offering value to the consumer, as well as listening to their requirements. Finally, in order to create an effective brand, advertising and marketing supervisors must be extra committed on developing brand image, consumers' complete satisfaction and also brand name loyalty as component of their branding approach. By maintaining and strengthening the brand pictures and worths, it will ideally position the brand name favorably psychological of consumers. Right marketing mix ought to be focused to manipulate brand positioning and brand commitment in terms of the acquisition decisions and also repetitive sales of the products.

Brand name Efficiency is one of the most influencing variable for Brand Positioning. Brand name Character contributes most to predict Brand Loyalty. Brand name Awareness/Recognition has even more impact on Acquisition objective. Brand Positioning has the substantial, straight and also favorable influence on Brand Commitment as well as on Acquisition Intention. Brand Loyalty has the significant, direct as well as favorable impact on Acquisition objective. There is a significant, positive moderating effect of brand commitment in between brand positioning as well as acquisition purpose (indirect positive impact of brand name positioning on purchase

purpose with brand commitment). The results have revealed that the brand positioning has the considerable and positive impact on brand commitment and also purchase purpose in the direction of customer durables.

ANNEXURES

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