



A Study on Brand Positioning Of Bull Machines Private Limited with Special Reference Coimbatore.

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ABSTRACT: Brand Positioning is the positioning strategy of the brand with the goal to create a unique impression in the minds of the consumers and at the marketplace. Brand Positioning has to be desirable, specific, clear, and distinctive in nature from the rest of the competitors in the market. It can also increase top of the mind awareness for consumers. The objective of the study is to analyse the brand positioning of Bull Machines Private Limited, Coimbatore. The sample size of the study is 120. Descriptive research method and Convenience sampling techniques were used for the study. Primary data and secondary data have been used in the study. Simple Percentage analysis, chi square analysis, correlation and one way ANOVA analysis have been applied in this study to reach the finding of the study. It is found that there is no significant relationship between the age of the respondents and influences the brand positioning. It is suggested that the products design must be attractable to all sorts of customers. The product must have durability in its nature and there must be excellent product performance to have positive image among the customers. It is concluded that most of the people prefer Bull Machines due to its brand image, standard quality, price, and availability. The company can give more offers to attract more customers and to create brand awareness in rural consumer also. More price discounts should be provided.

KEYWORDS: Brand Positioning, Product Performance, Brand Image, Price.

I. INTRODUCTION

A brand is seen as an idea or concept, not a product. This concept of a brand displays imagery and symbolism for a product or range of products. Brands can have the power to engage consumers and make them feel emotionally attached. Consumer's beliefs and attitudes make up brand

images, and these affect how they will view brands they come into contact with. Brand experience occurs when consumers shop for or search for, and consumer products.

Brand Positioning is the positioning strategy of the brand with the goal to create a unique impression in the minds of the consumers and at the marketplace. **Brand Positioning** has to be desirable, specific, clear, and distinctive in nature from the rest of the competitors in the market. It can also increase top of the mind awareness for consumers. American marketing author and consultant, Philip Kotler has defined brand positioning as "the act of designing the company's offering and image to occupy a distinctive place in the mind of the target market."

Effective brand positioning enables a firm's brand to be readily distinguishable from competing brands in the marketplace. Distinguishing the brand from other brands can be in terms of associated brand attributes, benefits to users, and/or market segment emphasis, among other factors. Effective brand positioning further emphasizes elements of superiority along one or more distinguishing dimensions which are valued by consumers.

STATEMENT OF THE PROBLEM: In today's fast-paced market, businesses that want to stay ahead of the competition and grow must focus on positioning their brands correctly and knowing what customers want. But as consumer habits change and competition in the market heats up, businesses often have trouble making sure their brand strategy is in line with changing consumer tastes. This causes waste and missed opportunities. Because of this, businesses run the risk of lower success indicators, such as lower sales, less satisfied customers, and less trust in their brand. If the company don't plan ahead and adapt to changing customer needs and wants, their products may become obsolete, the



company may lose market relevance, and their performance will eventually go down. Brands may also find it hard to set themselves apart from competitors if they don't know a lot about what customers want. This makes the problems with brand placement even worse. The main goal of this study is to answer these important questions by looking closely at customer tastes and the company's brand positioning strategies. The study looks at the things that affect how people think about and act toward a brand in order to find ways to improve brand positioning so that it better fits changing customer tastes.

Primary objective

- ✦ To study on brand positioning of Bull Machines Private Limited, Coimbatore

Secondary objectives

- ✦ To evaluate the factors that influences the brand positioning.
- ✦ To understand the customer preferences towards the brand .
- ✦ To measure the level of satisfaction towards product attributes.
- ✦ To evaluate the brand loyalty among the customers.

SCOPE OF THE STUDY: The scope of this study is confined to Bull Machines Private Limited with special reference to Coimbatore. This study specially deals with brand positioning of Bull Machines Private Limited, Coimbatore. The entire survey was conducted for understanding the customer satisfaction, expectations, perceptions towards the brand. This study helps to know the factors that influence the customer to buy the products. The sample of this study is 127.

LIMITATIONS OF THE STUDY:

- ✦ The main restriction was time as more respondents could be included. It would be unjust to believe that enough data has been gathered in such a short length of time to support the depth of the study.
- ✦ The data is collected only from the customers of the Bull Machines brand only. This result does not suitable for other brands.

President - International Business & Strategy: Gurminder Singh Malik - Associated with company for more than 10 years and spear headed sales of Tractor Attachments to the leadership position. He has worked with Escorts, Mahindra and lately as SVP-sales and marketing with Sonalika group

before his re-association with BULL Machine as President- International Business & Strategy.

Associate Vice President, Plant - 2 Operations: Ramamoorthy is responsible for the CE Plant operations. He is associated with BULL right from the date of inception and was previously working with OPEL, a sister concern of BULL Machine. A very dynamic, enthusiastic person and drives the operations team with his innovative ideas. He joined BULL as an Engineer and has moved up as AVP – Operations in manufacturing earth moving vehicles.

Senior General Manager, R&D: Sathyamurthy heads the R&D team of CE division. He joined Bull in the late 90's and associated with the organization for the past 12 years. He has played a major role in the development of R&D process of BULL Machine. He is more passionate to work in multi body dynamics and is energetically engaged in product development and testing.

Senior General Manager, Accounts & Finance: Ravichandran is responsible for the Accounts & Finance department. He has 30 years of wide experience and is associated with BULL Machine since 2006. A graduate in Commerce and has completed CA during the year 1986. He is a subject matter expert in Accounting, Finance Process, Direct and Indirect taxation

II. REVIEW OF LITERATURE:

1. Diana Fayvishenko (2019). Formation Of Brand Positioning Strategy, *Baltic Journal Of Economic Studies*. Vol. 4, No. 2, 45-54.

Diana Fayvishenko (2019) The purpose of this article is defining the term of positioning, as well as creation and implementation of the success principles of the brand positioning strategies, discussed the process of creating a positional scheme. Methodology. Applied the principle of systems, comparative analysis, induction, deductive method and gnoseological analysis (analytical, synthesis, logical, comparison). Results from researching the principles of successful strategies for the development and positioning of a brand brought to the following conclusions: the brand positioning is a process of creating its own image, distinctive properties, positive associations and values in consumers' mind in order to create a sustainable trademark image and ensure consumers' attachment to this trademark. Development and implementation of the company strategy of positioning comprises nine basic stages: 1) analysis of the external and internal environment, goods analysis; 2) trademark design; 3) selection and reasoning of differential positioning features; 4) defining a strategy (positioning method



description); 5) defining strategic and tactical targets, foresight for their achievement; 6) development of an implementation strategy plan; 7) strategy implementation; 8) the results evaluation and strategy implementation control; 9) corrective actions.

2. **Rosario, S.S.J. And Ganesh, M.G., (2021).** A Comparative Study On Brand Loyalty Of Consumers Towards Fast Moving Consumable Goods In Cuddalore District. *Asia Pacific Journal of Research*. Vol: I. Issue XXIX.

Rosario, S.S.J. And Ganesh, M.G., (2021). This study learns and contributes the factors that affect consumer purchase intention. The purpose of this study is to observe the effect of independent variable (consumer knowledge, purchase intention, celebrity endorsement and perceived value) on dependent variable (purchase intention). The study describe that the relation between dependent variable have significant relationship with purchase intention. The results of this study shows that perceived value, consumer knowledge, celebrity endorsement have significant relationship with purchase intention.

III. RESEARCH METHODOLOGY

Study area: Coimbatore,

Design of the study: Research design is the framework of research methods and techniques chosen by a researcher. This study uses Descriptive research. Descriptive research aims to accurately and systematically describe a population, situation

or phenomenon. It can answer what, where, when and how questions, but not why questions.

SAMPLING UNIT: The sampling unit is client of the Bull Machines Pvt Ltd.

SAMPLE SIZE: According to De Morgan’s table the total population is 190.

METHODS OF DATA COLLECTION DATA SOURCES : Primary data collection.

Analytical tools and methods: Statistical analysis is a scientific tool that helps collect and analyze large amounts of data to identify common patterns and trends to convert them into meaningful information. In simple words, statistical analysis is a data analysis tool that helps draw meaningful conclusions from raw and unstructured data. The commonly used statistical tools for analysis of collected data are:

- + Correlation analysis
- + One Way Anova

CORRELATION: The degree of relationship between the variables under consideration is measured through the correlation analysis. “correlation analysis deals with the association between two or more variables”. This correlation is a statistical device which helps us in analyzing two correlations of two or more variables.

$$R = \frac{\sum XY}{\sum X^2 Y^2}$$

		ANNUAL TURNOVER OF THE RESPONDENTS	CUSTOMER PREFERENCE TOWARDS THE BRAND
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	Sig. (2-tailed)		.190
	N	127	127
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	Sig. (2-tailed)	.190	
	N	127	127

The Above table indicates that out of 127 respondents, co-efficient of correlation between annual turnover of the respondents and customer

preference towards the brand is 0.117. It is below 1. So there is positive relationship between annual



turnover of the respondents and customer preference towards the brand

ONE WAY ANOVA TEST

Examination of change, or ANOVA, is a solid measurable method that is utilized to show contrast between at least two methods or parts through importance tests. It likewise shows us an

approach to make numerous examinations of a few populace implies. The Anova test is performed by looking at two sorts of variety, the variety between the example implies, just as the variety inside every one of the examples. Beneath referenced recipe addresses one way Anova test measurements:

ANOVA					
SATISFACTION TOWARDS PRODUCT ATTRIBUTES					
	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	.372	2	.186	.645	.526
Within Groups	35.761	124	.288		
Total	36.133	126			

The table clearly shows that awareness towards the brand on satisfaction towards product attributes has a Charture on 0.645 values and significance around 0.526 level than the sum of squares within group between groups values have 0.372 and 35.761 respectively. Hence, the significant value is greater than 0.05 for which the significant percentage is above 95%, hence null hypothesis. Thus, rejecting alternative hypothesis i.e., There is no significant relationship between awareness towards the brand on satisfaction towards product attributes.

IV. SUGGESTIONS

- The company must create awareness among the customers through various channels.
- The company must ensure too easy availability of the products and there must be quick delivery at promised time to the customers to enhance brand reliability.
- The company must facilitate for user friendly website for customers decision making.

V. CONCLUSION

In the competitive environment, the focus of the organization is more on customer satisfaction. Since satisfaction which leads to loyalty on the brand. So customer satisfaction is the continuous process for keeping the customers intact. It is concluded that most of the people prefer Bull Machines due to its brand image,

NULL HYPOTHESIS (H₀): There is no significant relationship between awareness towards the brand on satisfaction towards product attributes.

ALTERNATIVE HYPOTHESIS (H₁): There is a significant some relationship between awareness towards the brand on satisfaction towards product attributes

standard quality, price, and availability. The company can give more offers to attract more customers and to create brand awareness in rural consumer also. More price discounts should be provided.

The company can give about their product information through with booklets and catalogues. The advertisement should more frequently appear in local T.V channels. This study deals with the brand positioning towards the brand. The suggestions show that the customers are satisfied with the brand and goodwill of the company and it has good number of loyal customers towards the brand Bull Machines.



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