Product Positioning: A Study of Soap Industry in Dhaka City

Abdul Kader Nazmul (Assistant Professor)
Department of Management,American International University-Bangladesh
Mohammad Shofiqul Islam (Assistant Professor)
Department of Accounting and Information Systems,Jagannath University, Dhaka
Md. Farooque Hossain(Assistant Professor)
Department of Accounting,American International University-Bangladesh
Mahmood Taseen Chowdhury(Assistant Professor)
Department of Finance,American International University-Bangladesh

Abstract

Beauty soaps are one of the popular consumable products in our regular life. With the increase of demand of this product various marketers tried to invade the market by adding different features with the product. Competitors are interested to formulate various market strategies to increase their own market share. But ascertaining existing product position is the prerequisite of formulating appropriate market strategies. The study tried to ascertain the existing position in respect of some selected attributes of the different brands of beauty soaps in the market by using a five step process and it came out with success in ascertaining the position of the product in the mind of customers. Moreover, to pinpoint the position of the brands in the market 6 perceptual maps were drawn. Suggestions were made on the basis of perceptual map to reposition the brands in the market.
Keywords: Positioning, Repositioning, Market segment Attributes.

1.1 Introduction

Product positioning is the art of matching your marketing message, with the desires, feelings, & beliefs of the particular type of customer that you know you can service better than anybody else. You make yourself "visible" as the kind of business this individual would naturally be attracted to.

Product positioning is closely related to market segment focus. Product positioning involves creating a unique, consistent, and recognized customer perception about a firm's offering and image. A product or service may be positioned on the basis of an attitude or benefit, use or application, user, class, price, or level of quality. It targets a product for specific market segments and product needs at specific prices. The same product can be positioned in many different ways. The figure below is taken from Philip Kotler's book, Marketing Management published by Prentice Hall. This two-dimensional perception map shows how Kotler analyses the positioning of an instant breakfast drink relative to variables of the price of the product and the speed of preparation.

Product position is the position of a product relative to competing products in the minds of customers. One way to assess the current position of a product relative to competitors is to compare the various products on some physical characteristics (size, weight etc.). But it does not provide a complete picture of relative positions because positioning ultimately takes place in customer's mind. Even though a product's physical characteristics, package, brand name, price and ancillary services can be designed to achieve a particular position in the market, customers may attach less importance to some of those characteristics, or perceive them differently, than the firm expects. There is a strong need to determine this perceived position of the product in formulating a market strategy for the product. It is more essential for non-durable consumer goods. There is a process of five steps to determine the perceived position of a product in a set of product offerings. The steps are: Identification of a set of determinant product attributes. Collecting information from a sample of customers about their perception. Analysis of intensity of the product's current position in customers mind. Determination of products current position in the product space.

However, the task connection with this study is to ascertain consumer's perception regarding the product Beauty soap. Beauty soaps are one of the new consumable products in Bangladesh. Beauty soap industry has evolved in Bangladesh from late 1980. During its introductory phase the industry had suffered from a poor quality of the products, which included lack of taste, flavor, packaging etc. But with the increase of demand in the market, various marketers tried to invade the market by adding different features with the product. From the view point of product life Cycle (PLC), this product has already shifted from introducing stage to its growth stage as new products are coming to the industry. There is a fair bit of competition going on among different brands. One interesting thing about the market is that the target market for the markets to identify the underlying causes of their choice and purchase decision. Though most of the consumers don't have the purchasing power but certainly they are the influences of the decision-making. After conducting pilot survey it is understood that the

young kids do have much more information regarding the product even from the adults. However, sometimes adults do look for the nutritional value of these products before buying the same for their siblings. Considering this fact some marketers are trying to give more product related information and segmenting the market to hold a position. Competition among brands has been increasing at a faster rate. Competitors are interested to formulate various market strategies to increase their own market share. But ascertaining consumers' perception of the product is the prerequisite of formulating appropriate market strategies. Systematic studies are lacking in this area of chips market. The present study on chips industry is a modest attempt to fill this gap. This study may help the chips manufacturers

1.2 The Power of a Name

A brand's name is perhaps the most important factor affecting perceptions of it. In the past, before there was a wide range of brands available, a company could name a product just about anything. These days, however, it is necessary to have a memorable name that conjures up images that help to position the product.

1.3 Background of the Study

The range of age of the respondents has been found to be 18 years to 40 years. Most of the respondents are from middle class and upper middle class of the society. Each respondent has Television (TV) to watch the advertisement of the product at his or her home. They have been found culturally advanced. The respondents are considered to be more conscious as compared to the common people of Banglades.

1.4 Statement of the Problem

Effective Product Positioning is contingent upon identifying and communicating a product's uniqueness, differentiation and verifiable value. It is important to note that "me too" product positioning contradicts the notion of differentiation and should be avoided at all costs. This type of copycat product positioning only works if the business offers its solutions at a significant discount over the other competitor(s).

Generally, the product positioning process involves:

1. Identifying the business's direct competition (could include tertiary players that offer your product/service amongst a larger portfolio of solutions)

2. Understanding how each competitor is positioning their business today (e.g. claiming to be the fastest, cheapest, largest, the #1 provider, etc.)

3. Documenting the provider's own positioning as it exists today (may not exist if startup business)

4. Comparing the company's positioning to its competitors' to identify viable areas for differentiation

5. Developing a distinctive, differentiating and value-based brand positioning statement, key messages and customer value propositions.

1.5 Rationale of the Study

This study gives overall concepts on Product Positioning and the compliance status of product positioning drawing from the study on many kind of soaps industry. This study shows that the position of a product in this competitive product market.

1.6 Objectives of the Study

Against the introduction given above following are the objectives of the study:

1) To analysis of intensity of the product's current position in customers mind.
2) To collecting information from a sample of customers about their perception.
3) To give suggestions for formulating market strategy.
4) To understand product positioning approaches.
5) To identification of a set of determinant product attributes.
6) To judge the existing brands with their important attributes.
7) To determination of products current position in the product space.
8) To develop perceptual map on the basis of consumers' perceptions.

1.7 Limitation of the Study

The study is based on data collected from Dhaka city area only. Respondents, above 18 years of age have been interviewed. Some of the respondents are poorly, conscious about the attributes of the product. Only a limited number of attributes have been presented to the respondents to know their perceptions. The findings of the study are likely not to represent the overall situation of the market because the data belonging to a particular urban area.

2.1 Methodology of the Study

The study followed a five-step procedure mentioned in the introduction, to determine the perceived position of the product by the customers. In order to complete the first two steps pilot survey was conducted. The other steps were completed through the conduction of sample survey. After conducting pilot survey it was understood that

the target market for this particular product is overall people. And the consumers of Dhaka city are related to different occupation. Therefore consumers of Dhaka city area have been selected as population of the study. Street people have been ignored as they are from very poor family and do not have the experience of having beauty soaps of different brands. Importance has been given on age in selecting sample respondents from population. Stage by stage sampling technique is used for sample collection. To collect sample respondents a list of 20 shops comprising of 12 local stationary shops, 6 mega shops and 2 shopping malls and above shops were selected at random. Direct interview method was conducted to collect information on the basis of prepared questionnaire. Respondents were asked questions regarding their age, fathers' occupation and order of preference of the brands. Perceptions regarding 6 attributes of the product of different brands were collected on 5-point scale. Moreover, different shops were interviewed at random to cross check the information regarding the demand of the product. Thus collected information has been analyzed by using sophisticated statistical tools and techniques.

2.2   Sources of information

This research is designed to collect information from secondary sources as indicated below:

Secondary data:

1. Articles
2. Websites
3. Annual reports

2.3   Data Collection Procedure

To make the study evidentially I have gone through collecting secondary sources (Articles, Annual Reports, and Related Websites) of data which I have collected from my term paper supervisor, teacher, Library, and related websites.

3.1   FINDINGS AND THEIR ANALYSIS

3.1.1   Existing Position of the Brands

Available brands of the product

As per the opinion of the sample traders 10 brands are very much available in the market.

The available brands along with their price are shown in Table

TABLE 1BRANDS VIS-a-VIS PRICE PER PIECE

SL NO	Brands	Price (tk)
1	Lux	26.00
2	Meril	20.00
3	Keya	20.00
4	Sandalina	22.00
5	Ice cool	18.00
6	Tibet	20.00
7	Camelia	18.00
8	Aeromatic	18.00
9	Lilly	20.00
10	Lifebouy	22.00

Table 1 shows that at 4 different prices brands are available in the market. LUX is the brand of the highest price

per packet. On the other hand Camelia, Aeromatic and Ice cool are the brands of the lowest price per packet. Sandalina and lifebouy are the brands of the second highest price. Meril, Keya, Lilly and Tibet is the brands of the second lowest price. It is noted that the ingredients of the brands are not same. Moreover, quality per piece of the brand is not also equal.

3.1.2   Ranking of the brands by traders

After conducting pilot survey among the traders it was found that the most demanding brands in the market are LUX. Sandalina, Meril, Keya , Tibet and Camelia. Accordingly sample traders were asked to rank these 7 brands by assigning 7 for the most demanding brand and 1 for the least demanding brand. The ranks of the brands along with their scores are shown in Table 2.

TABLE 2   RANKING OF THE BRANDS BY TRADERS

Brands	Total Scores	Rank
Tibet	74	3
Lux	142	1
Keya	48	5
Sandalina	90	2
Lifebouy	56	4
Camelia	28	6

Table 2 shows that Lux scores the highest score of 142 which is followed by Sandalina.Tibet, Lifebouy, Keya and Camelia. The demand score of Lux is almost 5 times of Camelia (30).

3.1.3   Ranking of the brands by the consumers

Same brands were presented in front of consumers for ranking. Sample consumers gave 6 for the most liking brand and 1 for the least liking brand. Total scores of the brands along with their ranks are shown in Table 3.

TABLE 3   RANKING OF THE BRANDS BY CONSUMERS

Brands	Total Scores	Rank
Tibet	690	4
Lux	1382	1
Keya	526	5
Sandalina	870	2
Lifebouy	748	3
Camelia	440	6

Table 3 shows that the highest score (1382) is gained by the Lux while the lowest score (440) goes to Camelia. Sandalina ranks second position while Lifebouy, Tibet and Keya Chips rank 3rd, 4th and 5th rank respectively.

3.1.4   Rank correlation

In order to find out how far the rankings of brands by traders and consumers go together, rank correlation co-efficient is calculated by using the following formula:

$$R = 1 - 6 \sum D^2 / N^3 - N$$

where, D = Difference between the two ranks of the same brand

N = Number of brands

The calculated value of R is .94. The value shows that there is high positive correlation between the rankings. Thus the rankings of the brands by two groups of respondents agree very closely as far their opinion on demand of brand concerned.

3.1.5   Influence of age in choosing the brand

In order to see the influence of age over choice of brand, sample consumers were asked to give their 1st choice of 6 brands. On the basis of their 1st choice the following contingency table is developed and a null hypothesis is drawn that there is no association between age and choice of brand.

TABLE 4   CONTINGENCY TABLE BY CHOICE AND AGE GROUP

Age Group	1st Choice						Total
	Lux	Sandalina	Lifebouy	Tibet	Keya	Camelia	
18-26	55	10	14	5	12	4	100
27-32	30	8	3	3	4	2	50
33-40	16	10	6	6	8	4	50
Total	101	28	23	14	24	10	200

From the above table . X^2 value is calculated which is 14.08. This calculated value is less than table value (18.3) at 5% level of significance and at 10 degrees of freedom. Thus the null hypothesis is accepted. Hence the age has no influence over the choice of brand.

3.1.6   Analysis of brands with their important attributes

Six attributes were given to the sample respondents to know their opinion regarding the six brands. The attributes are taste, price, quality, freshness, smell and packaging. Opinion was collected at 5-point scale from the respondents. Five points mean scores of the selected attribute is shown in the Table 5.

TABLE 5

Attributes	Lux		Sandalina		Lifebouy		Camelia		Keya		Tibet	
	Mean	S.D	Mean	S.D	Mean	S.D	Mean	S.D	Mean	S.D	Mean	S.D
Size	4.45	.67	3.61	1.0	3.2	.98	2.3	.97	2.22	.96	2.4	.9
Packaging	3.95	.49	3.39	1.0	3.6	1.0	2.9	1.1	2.39	1.1	2.6	1.0
Price	2.67	.92	3.48	1.2	3.2	1.2	2.5	.9	2.10	.73	3.0	1.3
Quality	3.97	.80	2.79	1.0	2.6	1.0	2.3	1.0	2.11	.87	2.2	.9
Smell	3.57	1.0	2.86	1.0	2.4	1.0	2.1	.83	1.89	.65	2.0	.84
Freshness	3.56	1.0	3.10	1.0	2.4	1.0	2.0	.86	2.33	1.0	1.95	.45

(Very good = 5, Good = 4, Fair = 3, Not so good = 2. Poor =1)

Mean Score (MS) = $\sum$ fx / N

Where f = Frequency

N = 1.2.3.4

N = No. of total frequency

The Table shows that Lux scores the highest score in respect of Size, Packaging, Quality, Smell and Freshness which are 4.45, 3.95, 3.97, 3.57, 3.56 respectively. Regarding the attribute price, Sandalina possess the 1st position (3.45), which is followed by Lifebouy (3.2), Tibet (3.0) Lux (2.67), Camelia (2.5) and Keya (2.10). Keya scores the lowest score (2.39) regarding the attribute Packaging. However the mean scores of other brands regarding packaging are 3.39, 3.6, 2.9 and 2.6 for Sandalina, Lifebouy, Camelia and Tibet respectively. The mean score of Camelia Keya and Tibet is below 3 regarding all the attributes except the Price of Ring Chips. Perceptual map on Size and quality:

4.1 Perceptual Map

A map that shows where consumers locate various products in the category in terms of several important features" (Advertising. Wells, Barnett, Moriarthy; 4th edition). By seeing the perceptual map an organization can understand its position in the market on the basis of buyer's perception. Each and every organization has a positioning strategy in the market place to target their customers. The technique of perceptual mapping helps the marketers to determine just how their products and services appear to customers in relation to competitive brands on one or more relevant characteristics. It also enables them to see gaps in the positioning of all brands in the product or the service and to identify the areas in which consumer needs are not being adequately met. Through this perceptual map the marketers can understand whether their target customers perceive their product on the basis of the positioning that they want to create and identify the deviation if any. With the help of perceptual map it can also find the segment, which is yet to be targeted by the companies of tile same industry. The perceptual map can be drawn on the basis of different variables, if two different variables are taken to draw the perceptual map then it is called a two-way perceptual map and if more than two variables are taken then it is called multivariate perceptual map. Present study tries to draw the perceptual map on the basis of two different variables. In the earlier section of the study the mean scores of the 6 attributes have been shown. On the basis of these mean scores perceptual maps are drawn in this section. By taking 2 attributes at a time out of 6 attributes the study can show 6c2 =15 perceptual maps. But only 6 perceptual maps are shown below considering the importance of the attributes.

4.1.1 Perceptual map on Size & Price
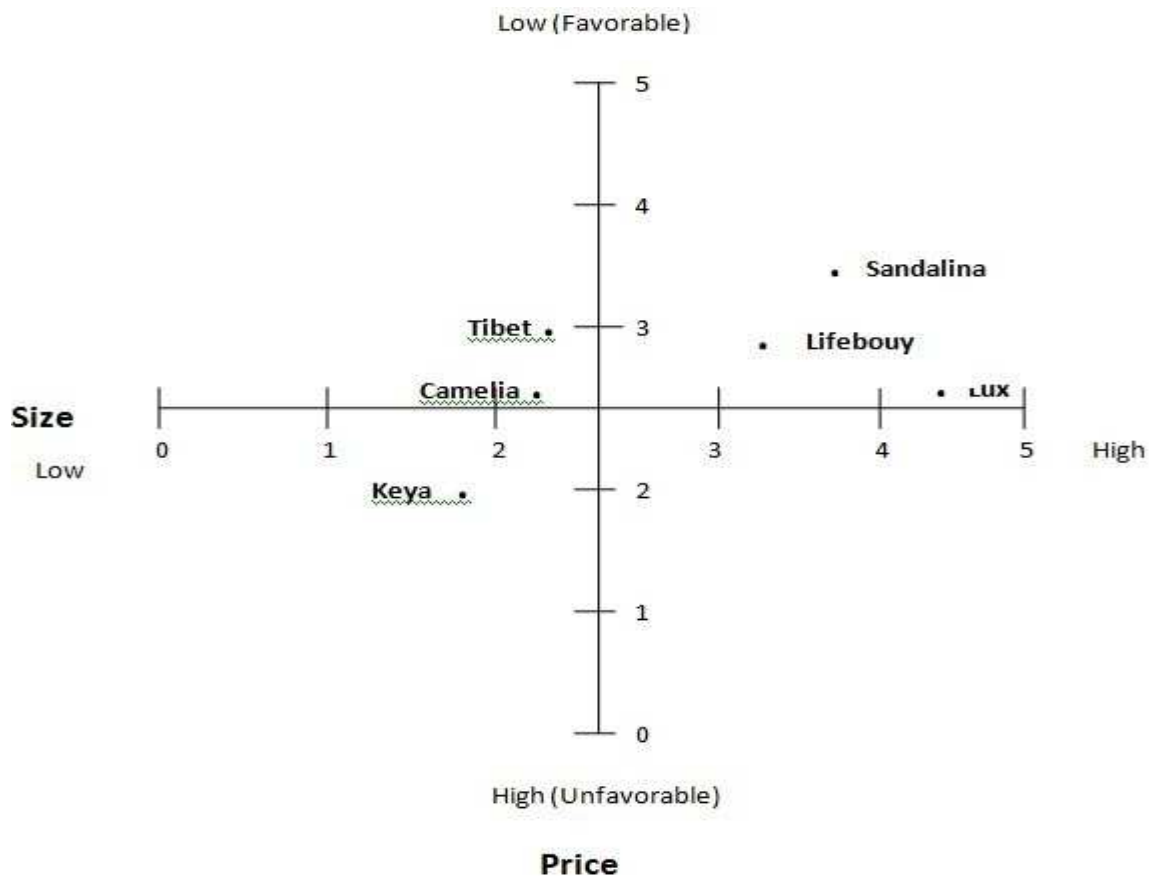
The map shows 4 segments of consumer's Perception. First quadrant is the segment of low price-high Size second quadrant is the segment of low taste-low price, Third quadrant is the segment of low taste-high price and Fourth quadrant is the segment of high price-high taste. The above perceptual map shows that as far as taste is concerned Lux is perceived as the tastiest among all the brands but its price is perceived to be a bit higher by the customers. Consumers perceive the price of Potato Crackers to be favorable, but its perception regarding the size of the brand is not that good. Lifebouy can be called a very close competitor of Sandalina, but it is maintaining slightly lower size and more price than Sandalina.

4.1.2   Perceptual map on Price & Packaging
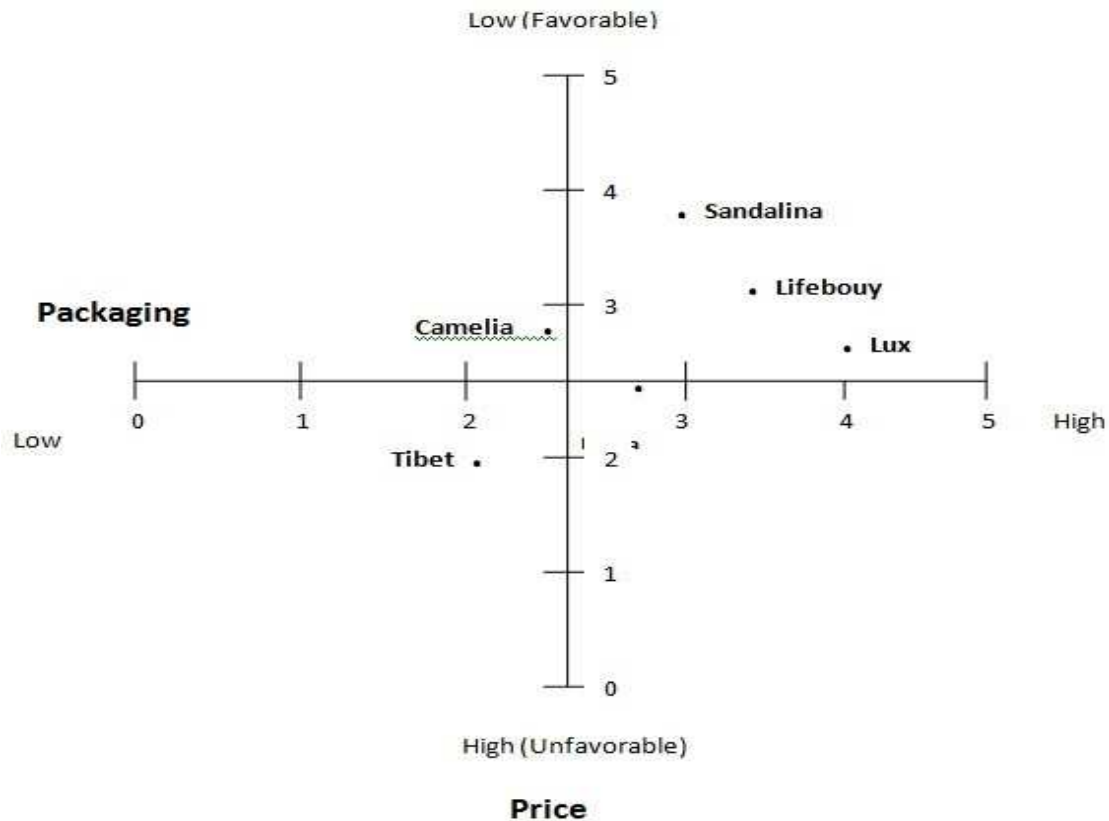
Meridian's packaging is considered to be the best in the consumer's mind as this shown in this perceptual map. Lifebouy and Sandalina are closely following Lux as far as packaging is concerned. Perception about Tibet on the basis of price and packaging is the lowest in the consumers' mind and the brand is perceived to be higher priced product with a lower packaging outlook. Once again the low price and high packaging segment is dominated by different brands as 5 different brands are competing within the same segment. Both the segments of low price and low packaging and also high price and high packaging are yet to be targeted by any Bangladeshi brand and it is understood that the second segment is dominated by non brand soaps, with low price.

4.1.3   Perceptual map on Size & Freshness
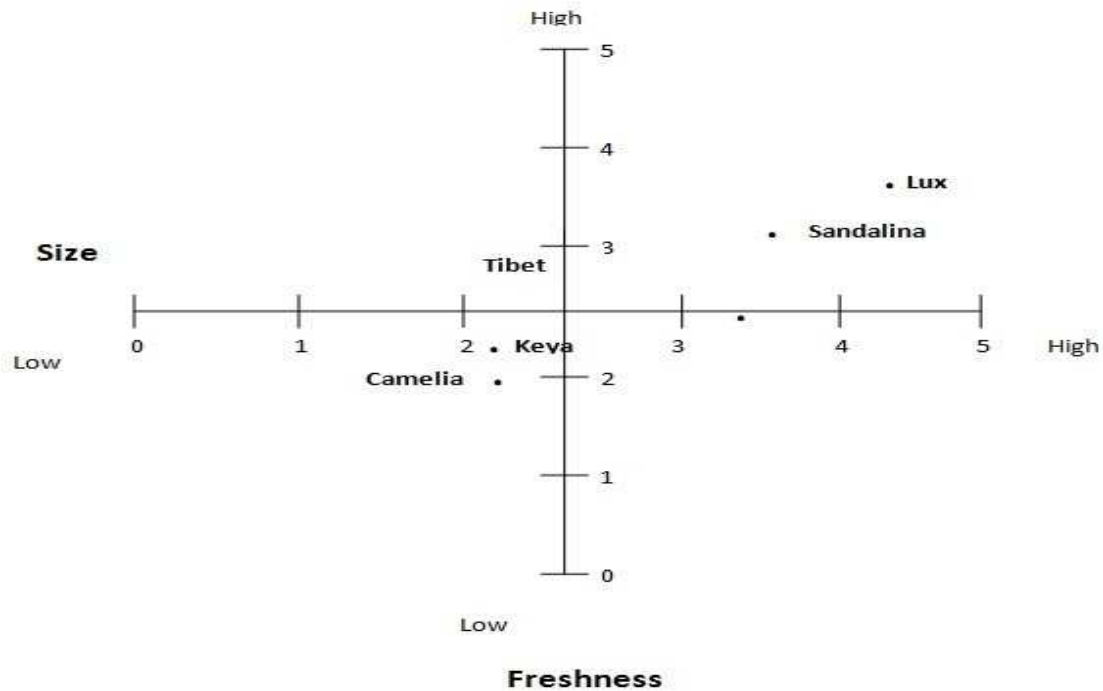
One interesting finding in this perceptual map is that Tibet, Keya and Camelia are very close competitor as far as size and freshness concerns. All of them are perceived as low in size and low in freshness. If they can address on these factors and try to rectify these products' size and freshness, hopefully they can increase the sales of these brands. Lux once again is perceived to be the best in freshness and also maintaining a higher size as it is shown in the perceptual map. Both the segments of low size-high freshness and low freshness-high size are completely ignored by the competing brands. It may be due to positive correlation between freshness and size.

4.1.4   Perceptual map on Packaging & Freshness
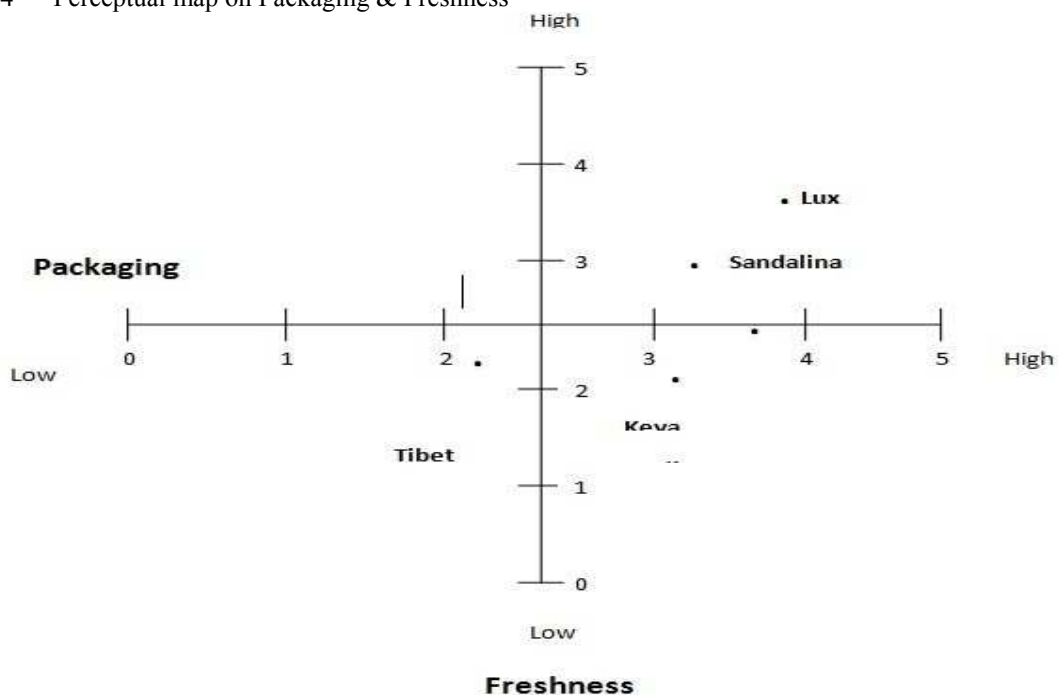
In this perceptual map 3 brands arc operating in the low freshness-high packaging segment; the second segment is ignored by different Bangladeshi brands up to now. Working on their freshness can improve the buyer's perception and hence can improve the sales of these brands. As far as packaging is concerned Tibet is perceived as the lowest in packaging among all the brands in the market. Surely one area they can work on

4.1.5   Perceptual map on Quality & Smell
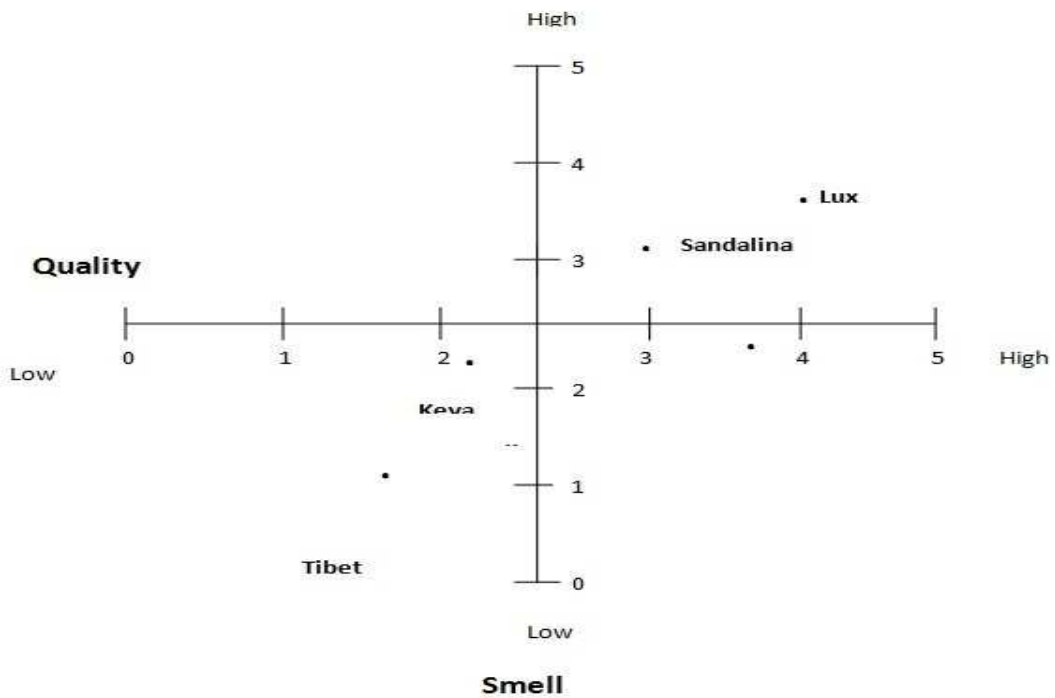
In quality and smell Lux is perceived as a high quality product and with a better smell. Once again Keya, Tibet and Camelia are Close competitors as far as quality and smell are concerned Buyer's perception regarding quality and smell of these three products is low. These brands should work on, their product's quality and smell to increase their product's sale in the market.

4.1.6   Perceptual map on Size & Quality
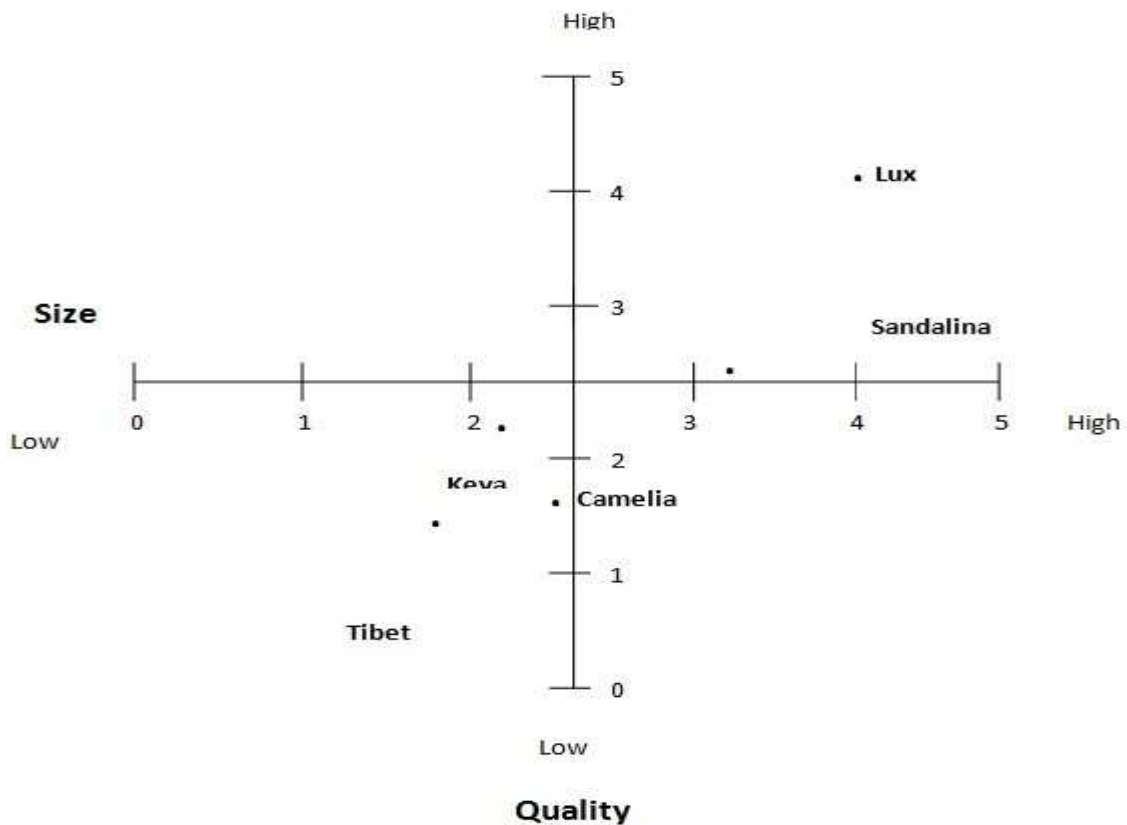
Lifebouy and Sandalina are the closest competitors in the high quality-high size segment. Tibet, Keya and Camelia can improve their size and quality to have a better market share in the market place.

5.1 Positioning and Repositioning

5.1.1 Positioning

Positioning is the art of matching your marketing message, with the desires, feelings, & beliefs of the particular type of customer that you know you can service better than anybody else. You make yourself "visible" as the kind of business this individual would naturally be attracted to.

In marketing, positioning has come to mean the process by which marketers try to create an image or identity in the minds of their target market for its product, brand, or organization.

Positioning is the act of designing the company's offering and image to occupy a distinctive place in the target consumers mind (Kotler, 2000). Positioning involves determining how consumers' perceive the marketer's product and also developing and implementing marketing strategies to achieve the desired position in the market (Loudon and Bitta, 1993). The key objective of positioning strategy is to form a particular brand image in the consumers' minds. The position of a product, service or even store is the image that comes to mind and the attributes consumers perceive as related to it (Belch and Belch 2001). The common approaches to have a clear, distinctive and favorable image in the minds of the consumers all the marketers try to have a clear positioning strategy in mind. This positioning helps the company to set its brand apart from its competitors. Companies try to target a particular segment as it is not possible for a company to satisfy all the consumers in a given product category. After selecting the target segment the company tries to differentiate its offering from its competing brands with different kinds of positioning strategies. For positioning to succeed, marketers must communicate with their target market, making the product available through channels that support the positioning strategy, and setting a price that matches the products position as well as the value placed on the product by the target market (Gilbert at, 1995).

5.1.1.1 Product positioning process

Generally, the product positioning process involves:

1. Defining the market in which the product or brand will compete (who the relevant buyers are)
2. Identifying the attributes (also called dimensions) that define the product 'space'
3. Collecting information from a sample of customers about their perceptions of each product on the relevant attributes
4. Determine each product's share of mind
5. Determine each product's current location in the product space
6. Determine the target market's preferred combination of attributes (referred to as an ideal vector)
7. Examine the fit between:
   a. The position of your product
   b. The position of the ideal vector
8. interest and started a conversation, you'll know you're on the right track.

There are ninny ways how a company can position its product or service. Some of the approaches are illustrated below, on the basis of research observation. It should be noted that combinations of these approaches are also possible and the sample brands are following accordingly.

A. Position on product features/benefits: A common approach to positioning is setting the brand apart from competitors on the basis of the specific characteristics or benefits offered by the product or service. Tibet soap is trying to position its that's why they included the word in their brand.

B. Positioning rig by price: Marketers often use price characteristics to position their brands. Though Camelia tried to position the brand on low price but from the perceptual map, it is found that consumers perceive Meril soap to be the most price favorable brand. On the other hand Lux charges the highest price. Hut consumers perception toward their pricing is not that much unfavorable.

C. Position on user: This approach associates the product with a user or class of users. More or less all these brands are trying to position on this strategy by targeting the people, as these people are their target customers. Particularly Keya soap and Tibet are providing free offer with the packet to attract the people.

D. Positioning by quality: Marketers also use quality characteristics to position their brands. It is observed that Lux soap is trying to position their brand on quality characteristics. The pricing and packaging of the brand indicates its endeavor on quality positioning.

Again all these approaches can be categorized into two categories,

1. Head to head positioning and
2. Differentiation positioning.

1. Head to head positioning: It involves competing directly with competitors on similar product attributes in the

same target market. It has been observed from the perceptual maps that Lux is engaged with Sandalina and Lifebouy is engaged with Tibet in head to head positioning.

2. Differention positioning: It involves seeking a less competitive. Smaller market niche in which to locate a brand. This is done when a company wants to explore a different market segment, which is ignored by the competing brands. Camelia Biscuit is doing this sort of

positioning with, Lux and vice versa.

5.1.2   Repositioning

Re-positioning involves changing the identity of a product, relative to the identity of competing products, in the collective minds of the target market.

In volatile markets, it can be necessary - even urgent - to reposition an entire company, rather than just a product line or brand. When Goldman Sachs and Morgan Stanley suddenly shifted from investment to commercial banks, for example, the expectations of investors, employees, clients and regulators all needed to shift, and each company needed to influence how these perceptions changed. Doing so involves repositioning the entire firm.

This is especially true of small and medium-sized firms, many of which often lack strong brands for individual product lines. In a prolonged recession, business approaches that were effective during healthy economies often become ineffective and it becomes necessary to change a firm's positioning. Upscale restaurants, for example, which previously flourished on expense account dinners and corporate events, may for the first time need to stress value as a sale tool.

Repositioning a company involves more than a marketing challenge. It involves making hard decisions about how a market is shifting and how a firm's competitors will react. Often these decisions must be made without the benefit of sufficient information, simply because the definition of "volatility" is that change becomes cult or impossible to predict.

When a product s current positioning fails to achieve the desired goal into the minds of the consumers the marketer can take a different strategy to establish a clear image in the consumers' mind, which is called repositioning. Repositioning a product usually occurs when because of declining or stagnant sales or because of anticipated opportunities in other market positions. Repositioning can also be done if there is intense competition in a particular segment to avoid serious competition. Repositioning is often difficult to accomplish because of entrenched percept ions about and attitudes toward the product or brand.

Perceptual map helps marketer to formulate positioning on jug and repositioning strategy for their brands. Following are the suggestions to the competing brands of the soap industry of how they can take advantage of the positioning and repositioning on the basis of perceptual map.

Size and price: In this particular perceptual map it is seen that Lux, Lifebouy and Sandalina are competing within the same quadrant. SC) anyone of them can choose 4th quadrant, which is overlooked by oilier brands. in the 2nd quadrant Camelia and Martial are competing with each other. They can also think of targeting 4th quadrant to avoid head to head competition with the other brand.

Price and packaging: In this map it is seen that Lux, Lifebouy. Keya, Sandalina, Camelia all of them are perceived in the same quadrant by their consumer, so some of them can easily reposition & target 2nd or 4th quadrant to avoid head to head competition. Camelia may go for the 2nd quadrant and Keya may go for the 4th quadrant.

Taste and freshness: This particular perceptual map shows that all the brands are competing only in two quadrant; 1st quadrant and third quadrant. Second quadrant and 4th quadrant are yet to be targeted by any of the brands to avoid heading competition.

Packaging and freshness: Keya, Sandalina and Camelia are competing in the 4th quadrant. The 3rd quadrant is dominated by Tibet. So any of those brands can reposition themselves in the second and third quadrant to have a better market share in the industry.

Quality and smell: Currently Keya, Tibet and Camelia are positioned in the third quadrant. they can reposition their product and go for second quadrant or 4th quadrant to have a better market

Share for their product.

Size and quality: This map shows that 2nd and 4th quadrant are not yet targeted by any brand Lifebouy and Sandalina can avoid head to head competition by repositioning their brands in these quadrants.

Conclusion

Ascertaining product position is the prior Step of formulating market strategy for the product. There is a process of live steps to determine this product position. According to the process the study first identified a set of 6 competitive brands via Lux, Lifebouy, Sandalina, Tibet, Keya and Camelia considering the demand of the brands. Ranking of die brands has been made on the basis of opinion of customers and traders. Moreover, influence of age in choosing the brand has been tested by developing a contingency table and using X2 test. In the next step

the study selected 6 attributes via, Size, Packaging, Price, Quality, Smell and Freshness to collect customers' perception of the brands. Then the study tried to ascertain the existing position of the brands oil the basis of perception in respect of selected attributes in the market. Findings of the study show that Lux occupies the best position in respect of all the attributes except the attribute 'price' Sandalina and Lifebouy are in 2nd and 3rd position in Respect of most of the attributes. However to pinpoint the position of the brands in the market 6 perceptual maps were drawn. These perceptual maps show that some brands are in the position of head to head in respect of some particular attributes and some others are in the position of differentiation in respect of some ether attributes. Finally the study formulated some repositioning strategies for the brands on the basis perceptual maps.

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Appendix

Questionnaire of Product Positioning
Name:
Age:
Sex: Male/Female
Workplace:
Education:
Contact:
Occupation:

Business	Producer	Students	Others

Marks the companies that You are responding? (You can tics more then one)
a.   Lux   b.   Sandalina   c.   Lifebouy   d.   Tibet   e.   Keya   f. Camelia
Why do you choose your responding types of Soap to its price?
a)   Size   b)   Packaging   c)   Price   d)   Quality   e)   Smell   f) Freshness
Do you thinks it takes the major portion of its markets?
a.   Yes   b.   No
Is it take the best quality?
a.   Yes   b.   No
Which factors influence you to do more consume?
a)   Size   b)   Packaging   c)   Price   d)   Quality   e)   Smell   f) Freshness
Are you satisfied with the company offered?
a)   Highly satisfied   b)   Satisfied   c)   Neutral   d)   Dissatisfied   e) Highly satisfied
Is company prompt and proactive in lunching new and innovative products?
a.   Yes   b.   No
Does company undertakes attractive promotion tools to launch new products?

a.   Yes   b.   No

Would you continue dealing with your preferred product?

a.   Yes   b.   No

How the company can improve its present position?

Rank in the following products from 1 to 6 acc. To the product that generates more sales(1 to product generating max consume, 6 the least)

a.   Lux   b.   Sandalina   c.   Lifebouy   d.   Tibet   f.   Camelia

What product you are dealing in?

a.   Lux   b.   Sandalina   c.   Lifebouy   d.   Tibet   e.   Keya   f.   Camelia

When secured a large order ?

a.   Commission   b.   Rebate   c.   Club membership   d.   Dealer's promotion on company's brochure   e.   None

Have you dealt with these product?

a. Still dealing   b. Dealt in past   c. Never dealt

Where have you displayed these product in your showroom?

a. Center   b. Corner

c. At the back of others product

Mark reason for low sales of these products ranked.

a. Poor quality

b. Unawareness

c. People prefer foreign brands

d. Poor sales service

e. Other reason