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## *A Study on the Brand Positioning of Mobile Networks Operators in Pavithiram Panchayat (Namakkal District)*

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*Abstract: A brand is a product, group of products or company name with a unique, consistent and well-recognized character. In the modern world, the communication and networks usages are very essential. Mobile providers will give lot of facilities to mobile users. Mobile phone companies provide immediate notification of earthquakes. Customer satisfaction is most important for every brand or products. Hence, the mobile operators should give lost offers to their customers. Brand positioning describes how a brand is different from its competitors and where, or how, its sits in a particular market. This research was conducted by using the primary data source and the survey method. The data collected from mobile users in Pavithiram Panchayat (Namakkal District). The total population is 10,000 approximately. Finally, the data was collected 100 respondents among Mobile users in Pavithiram Panchayat (Namakkal District), it is a one per cent of total sample size.*

*In this paper the author try to focus what are the brand is having top position among various brand mobile operators.*

**Keywords:** Brand Positioning, Customer Satisfaction, Demography factor and Mobile Usage.

### I. INTRODUCTION

According to Onyi Anyado “Branding is not just a product, it is also a way of life, an idea, branding is actually leadership.” Satisfaction indicates the sense of satisfaction or disappointment that results from comparing the performance of a product or service to its expected level. Satisfaction is a decisive factor affecting repurchase intentions of customers; thus, there is a significant correlation between satisfaction and intention (Swan and Trawick 1981).

A brand is a product, group of products or company name with a unique, consistent and well-recognized character. Mobile providers will give lot of facilities to mobile users. Mobile phone companies provide immediate notification of earthquakes. Customer satisfaction is most important for every brand or products. Hence, the mobile operators should give lost offers to their customers. Brand positioning describes how a brand is different from its competitors and where, or how, its sits in a particular market.

In the modern world, the communication and networks usages are very essential. It is closely related with our life. With the advent of new technology the way of communication is also changed. In very early days of history, pigeons were uses as means of communication. Later, written messages are sent through letters by post. As the time passed, telephone came into existence and today is the era of wireless communication which gives rise to mobile phones. Mobiles are the latest invention and common way to communicate now-a-days.

### II. REVIEW OF LITERATURE

Hankinson *et al.*, (1993), explained that the building of strong brands is one of the ways in which a company can develop and sustain advantage over its competitors and thereby maintain or increase its sales or market share.

According to Kotler (2005), found that positioning is the act of designing the company's offering and image so that they occupy a meaningful and distinctive competitive position in the target customer's mind.

Brand positioning refers to "target consumer's" reason to buy your brand in preference to others. It ensures that all brand activity has common aim; is guided, directed and delivered by the brand's benefits/reasons to buy; and it focuses at all points of contact with the consumers.

**Brand positioning must make sure that:**

- » Is it unique/distinctive vs. competitors?
- » Is it significant and encouraging to the niche market?
- » Is it appropriate to all major geographic markets and businesses?
- » Is the proposition validated with unique, appropriate and original products?
- » Is it sustainable - can it be delivered constantly across all points of contact with the consumer?
- » Is it helpful for organization to achieve its financial goals?
- » Is it able to support and boost up the organization?

In order to create a distinctive place in the market, a niche market has to be carefully chosen and a differential advantage must be created in their mind. Brand positioning is a medium through which an organization can portray its customers what it wants to achieve for them and what it wants to mean to them. Brand positioning forms customer's views and opinions.

Brand Positioning can be defined as an activity of creating a brand offer in such a manner that it occupies a distinctive place and value in the target customer's mind.

Brand Positioning involves identifying and determining points of similarity and difference to ascertain the right brand identity and to create a proper brand image. Brand Positioning is the key of marketing strategy. A strong brand positioning directs marketing strategy by explaining the brand details, the uniqueness of brand and its similarity with the competitive brands, as well as the reasons for buying and using that specific brand. Positioning is the base for developing and increasing the required knowledge and perceptions of the customers. It is the single feature that sets your service apart from your competitors ([www.managementstudyguide.com](http://www.managementstudyguide.com)).

**SCOPE OF THE STUDY**

Mobile phones proved to be a big help in emergencies. Mobile phones are also known as lifesavers as helping people in emergencies. Due to the revolution in Information Technology, communication becomes very simple, easy and quick through mobile networks. Communicators are come closer end users become very quick on their eyes and tongues.

The findings and suggestions made by the researcher will give a blue print to the mobile network operators. The outcome of this study will help the mobile network operators to know the factors influencing to using their mobile websites and their position of brand among the people. Mobile networks operators to know the mobile network users preferences of brand of mobile operators. Mobile network operators will help the marketeers and end users to come closer.

**III. OBJECTIVES OF THE STUDY**

***General Objective***

The overall objective of the study is found out the Brand Positioning of Mobile Networks in Pavithiram Panchayat. The following are the more specific objectives.

**Specific Objectives**

1. to study the profile of the mobile service provider and profile of the area;
2. to know the mobile users demography factor and their mobile network experience; and
3. to know the which brand is top position among the mobile users in Pavithiram Panchayat.

**IV. METHODOLOGY****DATA COLLECTION**

Basically data was collected in two ways like primary data and secondary data. In this article, the secondary data was collected from various journals, books, websites and newspaper in various topics. Then, the primary data was collected from the respondents in Pavithiram Panchayat, Namakkal District.

The researcher has collected the primary data from Pavithiram Panchayat, the total population is 10,000 approximately. Among them 100 have respondents positively. Here, simple random sampling was used for this study and 100 have responded positively.

**ANALYSIS AND INFERENCE OF COLLECTED DATA FROM MOBILE USERS**

**TABLE – 1**  
**GENDER WISE CLASSIFICATION OF RESPONDENTS**

Gender	No. of the Respondents	Per cent
Male	58	58.0
Female	42	42.0
<b>Total</b>	<b>100</b>	<b>100.0</b>

*Source: Primary data*

Among the 100 respondents, 58 respondents are males and 42 respondents are females. In other words, 58.0 per cent belongs to male gender and 42.0 per cent belongs to female gender.

It is found that the majority of the respondents belongs to male gender.

**TABLE – 2**  
**MARITAL STATUS WISE CLASSIFICATION OF RESPONDENTS**

Marital status	No. of the Respondents	Per cent
Married	70	70.0
Unmarried	30	30.0
<b>Total</b>	<b>100</b>	<b>100.0</b>

*Source: Primary data*

Among the 100 respondents, 70 respondents are married and 30 respondents are unmarried. In other words, 70.0 per cent belongs to married and 30.0 per cent belongs to unmarried.

It is found that the majority of the respondents belongs to married.

TABLE – 3

## AGE WISE CLASSIFICATION OF RESPONDENTS

Age	No. of the Respondents	Per cent
Below 25 years	78	78.0
25-40 years	2	2.0
41-55 years	8	8.0
56 years & Above	12	12.0
<b>Total</b>	<b>100</b>	<b>100.0</b>

Source: Primary data

Among the 100 respondents, 78 respondents are below 25 years , 2 respondents are 25-40 years, 8 respondents are 41-55 years and 12 respondents are 56 years & above. In other words, 78.0 per cent are below 25 years, 2.0 per cent 25-40 years, 8.0 percent are 41-55 years and 12.0 percent are 56 years & above.

It is found that the majority of the respondents belongs to below 25 years

TABLE – 4

## QUALIFICATION WISE CLASSIFICATION OF RESPONDENTS

Qualification	No. of the Respondents	Per cent
Higher secondary	10	10.0
U.G Degree	25	25.0
Diploma	35	35.0
P.G Degree	30	30.0
<b>Total</b>	<b>100</b>	<b>100.0</b>

Source: Primary data

Among the 100 respondents, 10 respondents are High secondary, 25 respondents are UG degree, 35 respondents are Diploma and 30 respondents are PG degree. In other words, 10.0 per cent belongs to Higher secondary, 25.0 per cent belongs to UG degree, 35.0 per cent belongs to Diploma and 30.0 per cent belongs to PG degree.

It is found that the majority of the respondents belongs to Diploma.

TABLE – 5

## OCCUPATION WISE CLASSIFICATION OF RESPONDENTS

Occupation	No. of the Respondents	Per cent
Govt Employee	12	12.0
Business man	64	64.0
Private employee	10	10.0
Professionals	14	14.0
<b>Total</b>	<b>100</b>	<b>100.0</b>

Source: Primary data

Among the 100 respondents, 12 respondents are Govt Employee, 64 respondents are Business man, 10 respondents are Private employee and 14 respondents are Professional. In other words, 12.0 per cent belongs to Govt Employee, 64.0 per cent belongs to Business man, 10.0 per cent belongs to Private employee and 14 per cent belongs to Professionals

It is found that the majority of the respondents belongs to Business man

**TABLE – 6**  
**RESPONDENTS CELLULAR SERVICE**

Cellular service	No. of the Respondents	Per cent
AIRCEL	12	12.0
IDEA	64	64.0
TATA DOCOMO	10	10.0
MTS	14	14.0
<b>Total</b>	<b>100</b>	<b>100.0</b>

*Source: Primary data*

Among the 100 respondents, 12 respondents are using Aircel, 64 respondents are Idea, 10 respondents are Tata docomo and 14 respondents are MTS. In other words, 12.0 per cent using Aircel and 64.0 per cent using Idea, 10.0 per cent using Tata Docomo and 14.0 per cent belongs to using MTS

It is found that the majority of the respondents using to IDEA cellular service.

**TABLE – 7**  
**CELLULAR MOBILE SERVICE FOR RESPONDENTS**

Cellular mobile service	No. of the Respondents	Per cent
Useful	14	14.0
Essential	22	22.0
Personal	12	12.0
Status symbol	52	52.0
<b>Total</b>	<b>100</b>	<b>100.0</b>

*Source: Primary data*

Among the 100 respondents, 14 respondents are getting cellular service for Useful, 22 respondents are getting cellular service for Essential, 12 respondents are getting cellular service for Personal and 52 respondents are getting cellular service for Status symbol. In other words, 14.0 per cent belongs to getting cellular service for Useful, 22.0 per cent belongs to getting cellular service for Essential, 12.0 per cent belongs to getting cellular service for Personal and 52.0 per cent belongs to getting cellular service for Status symbol.

It is found that the majority of the respondents are getting cellular service for Status symbol.

TABLE – 8

## BASIC USE OF MOBILE

Basic use of mobile	No. of the Respondents	Per cent
SMS	4	4.0
Incoming	30	30.0
Outgoing	18	18.0
Internet	34	34.0
All of them	14	14.0
<b>Total</b>	<b>100</b>	<b>100.0</b>

Source: Primary data

Among the 100 respondents, four respondents are basically using mobile for SMS, 30 respondents are basically using mobile for Incoming, 18 respondents are basically using mobile for Outgoing, 34 respondents are basically using mobile for Internet and 14 respondents are basically using mobile for All of them. In other words, 4.0 per cent belongs to basically using Sms, 30.0 per cent belongs to basically using Incoming, 18.0 per cent belongs to basically using Outgoing, 34.0 per cent belongs to basically using Internet and 14.0 per cent belongs to basically using All of them.

It is found that the majority of the respondents are basically using mobile for Internet.

TABLE – 9

## MOBILE OPERATORS CLASSIFICATION OF RESPONDENTS

Mobile Operators	No. of the Respondents	Per cent
BSNL	10	10.0
AIRTEL	14	14.0
AIRCEL	14	14.0
IDEA	12	12.0
TATA DOCOMO	17	17.0
MTS	15	15.0
VODAFONE	10	10.0
RELIANCE INDICOM	8	8.0
<b>Total</b>	<b>100</b>	<b>100.0</b>

Source: Primary data

Among the 100 respondents, 10 respondents are BSNL, 14 respondents are AIRTEL, 14 respondents are AIRCEL, 12 respondents are IDEA, 17 respondents are TATA DOCOMO, 15 respondents are MTS, 10 respondents are VODAFONE and eight respondents are RELIANCE INDICOM. In other words, 10.0 per cent belongs to BSNL, 14.0 per cent belongs to AIRTEL, 14.0 per cent belongs to AIRCEL, 12.0 per cent belongs to IDEA, 17.0 per cent belongs to TATA DOCOMO, 15.0 per cent belongs to MTS, 10.0 per cent belongs to VODAFONE and 8.0 per cent belongs to RELIANCE INDICOM.

It is found that the majority of the respondents belongs to TATA DOCOMO.

## V. CONCLUSION

In the modern world the communication and networks uses are very essential. It is closely related with our life. Mobiles are the latest invention and common way to communicate now-a-days. Mobile phones are now inexpensive, easy to use, and comfortable and equipped with almost every latest feature we desire.

Finally, it is observed that TATA DOCOMO received the top position compared with other mobile operators. The second preferred category is MTS, third is AIRTEL and AIRCEL. IDEA is the fourth preferred network for mobile users.

The researcher concluded that TATA DOCOMO is TOP BRAND POSITION between the mobile networks operators.

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