

Project Report

ON

Does wrong product positioning affects the product failure? An evidence from Tata Nano cars

Submitted By

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In partial fulfilment of the requirement for the award of the degree of

MASTER OF COMMERCE

OF

THE UNIVERSITY OF CALICUT



M.E.S.ASMABI COLLEGE

P.VEMBALLUR – 680671

2023-2024

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This is certify that **THASNY K S** has prepared this project report on “**Does wrong product positioning affects the product failure? An evidence from Tata Nano cars**”is done under my supervision and guidance for the partial fulfillment of the requirement for the award of the degree of Master of Commerce (M.Com) of University of Calicut and that has not been previously formatted for the basis for the award of any degree, Diploma or fellowship or other similar titles of any University or Institutions.

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DECLARATION

I, **THASNY K S**, M.Com student of MES Asmabi college, hereby declare that the report on “**Does wrong product positioning affects the product failure? An evidence from Tata Nano cars**”in partial fulfillment of the requirement for the award of the degree of Master of Commerce (M.Com) of University of Calicut is a bonafide work carried out by me under the supervision and guidance of **Dr. SHAFEER P S**, Asst. Professor, Research Dept. Of Commerce, MES Asmabi College, P.Vemabllur, Thrissur, Kerala.

I further declare that the study has not been previously formatted for the basis of any Degree, Diploma or fellowship of any other similar titles of any University or Institutions.

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ACKNOWLEDGEMENT

This report for the partial fulfillment or the requirement for the award of degree of Bachelor of Commerce has been made possible through the direct and indirect co-ordination of various persons. It give me immense pleasure to

mention the names of those people who made my dissertation possible. Since its immense gratitude I acknowledge all those whose guidance and encouragement served as a 'beacon light' and crowned by efforts with success.

*I sincerely thank **Dr. A Biju**, MES Asmabi college, P.Vemballur and **Smt. Chithra P,HOD** of Dept. of Commerce, for giving me an opportunity to take up the study and the advices and support for the completion of this project.*

*I sincerely express my deep gratitude to my respected project guide **Dr. Shafeer P S**, Asst. Professor, Research Dept. of Commerce, MES Asmabi College, P.Vemballur for giving me valuable suggestion, guidance, support and advice throughout the execution of the project.*

I wish to express my sincere thanks to all teaching and non-teaching staff of MES Asmabi College, P. Vemballur, for their moral support and motivation.

*I also express my deep gratitude to **my family members and my friends**, who gave constant support throughout the completion of the project.*

*Above all I thank the **lord almighty** for giving me new insights, courage and wisdom, to take up this project and complete it successfully.*

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CHAPTER 1

INTRODUCTION

The buying behavior of consumers is influenced by a mix of economic constraints, social aspirations, and personal preferences. Understanding these factors helps businesses tailor their products and marketing strategies to meet the needs of this significant market segment.

Middle-class consumers often prioritize value for money, quality, convenience, and ethical considerations when making purchasing decisions. Additionally, they may seek products and services that offer versatility, durability, and align with their lifestyle as aspiration.

Indian automobile consumers have diverse preferences and needs, influenced by factors such as price sensitivity, fuel efficiency, reliability, brand reputation, and features. With the growing middle class and increasing disposable income, there's a rising demand for both entry-level and premium vehicles. , Additionally, factors like brand reputation, after-sales service, and the availability of financing options also influence purchasing decisions. For many consumers, buying a car symbolizes various things depending on their cultural context and personal aspirations. In some cultures, owning a car represents status, success, and mobility, showcasing one's financial stability and social standing. For others, it signifies independence, freedom, and convenience, providing a means to explore new opportunities and experience. Purchasing a car can symbolize achievement and progress, marking a significant milestone in one's life journey. Overall, the symbolism associated with buying a car varies widely among individuals and cultures, reflecting personal values, aspirations, and societal norms. The Tata Nano was a compact city car manufactured by Tata Motors in India. It was introduced in 2008 as the world's cheapest car, designed to be

affordable for the masses. The Nano was known for its small size, efficient fuel consumption, and low price its tag.

However, it faced various challenges, including safety concerns, low sales figures, and issues with perception. Production of the Nano ceased in 2018 .

“In a competitive crowded world market, it’s the well positioned s.brands that Stands Out!” (Bernard Kelvin Clive) In today’s overcommunicated and product saturated consumers world, effective positioning is critical to brand success (Marsden, 2002) branding and positioning are interrelated and positioning is also the cornerstone of brand management (Blankson and Kalafatis, 2007) The positioning of a new product at launch can significantly influence its reception, market penetration, and long-term success by shaping consumer perceptions, differentiation from competitors, and target audience appeal. In today’s fast-paced markets, brand positioning is super important. To stand out, a brand needs to carve out its own special place compared to others. This involves creating a unique image and reputation. Essentially, it’s about where your brand fits in and how people see it. This positioning, along with the overall perception of your brand, can make or break its success in the market. Product positioning is crucial as it determines how a product is perceived by consumers in relation to its competitors. Effective positioning articulates the unique value and benefits of the product, aligning them with the specific needs, preferences, and aspirations of target customers. It helps differentiate the product in a crowded marketplace, creating a distinct identity that resonates with consumers and influences their purchasing decisions, Moreover strategic positioning enables businesses to command premium pricing, build brand loyalty, and sustain competitive advantage over time. By carefully crafting and consistently reinforcing its position, a product can establish a strong market presence, attract the right customers, and achieve long-term success in its respective industry. Moreover, strategic positioning enables businesses to command premium pricing, build brand loyalty, and sustain competitive advantage over time. By carefully crafting and consistently reinforcing its position, a product can establish a strong market presence, attract the right customers, and achieve long-term success in its respective industry ,Moreover, strategic positioning enables businesses to command premium pricing, build brand loyalty, and sustain competitive advantage over time. By carefully crafting and consistently reinforcing its position, a product can establish a strong market presence, attract the right customers, and achieve long-term success in its

respective industry. Product positioning aims to strategically place a product in the minds of consumers relative to competitors. It involves crafting a distinct perception of the product that resonates with target customers and aligns with their preferences and needs. By highlighting unique features, benefits, or values that differentiate it from alternatives, positioning aims to create a compelling reason for consumers to choose it over others. This process not only influences how consumers perceive the product's value but also guides marketing efforts to effectively communicate its strengths. Ultimately, effective product positioning enhances market competitiveness, fosters brand loyalty, and supports sustained growth by establishing a clear and desirable market position that meets consumer expectations and drives purchasing decisions. Positioning is incredibly important in marketing a car because it determines how the car is perceived by consumers relative to other vehicles in the market. A car's positioning influences everything from its target market and pricing strategy to its branding and advertising efforts. Whether a car is positioned as a luxury vehicle, an eco-friendly option, a family car, or a sporty model will greatly impact how it is marketed and who it appeals to. It involves identifying the product's distinct value proposition, focusing on specific attributes, benefits, or uses that meet the needs of a targeted market segment. This strategy helps in establishing a strong market presence, fostering brand loyalty, and driving consumer purchase decisions by ensuring that the product stands out in a competitive landscape. This involves identifying a niche market, understanding customer needs, and emphasizing unique attributes and benefits that resonate with those needs. Effective positioning creates a clear, attractive image of the product, aligning it with specific consumer perceptions and preferences. It also informs marketing strategies and messaging to ensure consistent, compelling representation across various channels, ultimately guiding consumer choice and fostering brand loyalty. This study aims to advance our understanding of the relationship between product success and product failure by investigating the mediating role of product positioning.

1.2 STATEMENT OF PROBLEM

The TATA Nano struggled in the market because it was introduced with a focus on its low cost. This emphasis on affordability overshadowed other qualities and led potential buyers to see it as less desirable. Even though it was designed to be a practical and economical car, the way it was presented made people think it was lacking in quality and prestige. This misalignment between the product's value and its perceived image among consumers

The research aim to demonstrate how misaligned product positioning strategies lead to product failure by analyzing consumer behaviour. In today's fiercely competitive market landscape, proper product positioning is paramount for the success and sustainability of any product or brand. The project aims to address the objectives of identifying the root causes of product failure due to incorrect positioning strategies, analyzing the impact on consumer perceptions and market acceptance, and proposing actionable recommendations to mitigate future positioning pitfalls.

1.3 SCOPE OF THE STUDY

Its scope includes understanding customer needs, analyzing competitors, and identifying unique selling propositions. Effective positioning integrates pricing strategies, brand identity, and customer experience across all touchpoints. It requires continuous evaluation and adjustment to maintain relevance in a dynamic market,

1.4 SIGNIFICANCE OF THE STUDY

The significance of studying product failure due to incorrect positioning lies in its ability to highlight the importance of understanding and aligning products with the needs, preferences, and perceptions of target markets. By analyzing such failures, businesses can learn valuable lessons about the impact of strategic positioning on consumer reception, market competitiveness, and overall product success, ultimately informing more effective marketing strategies and product development processes. Product positioning holds immense significance as it directly influences consumer perceptions, competitive advantage, and market success. enhancing their relevance and appeal in the marketplace. Overall, mastering product positioning is crucial for businesses to thrive in competitive environments and build strong, enduring brands.

1.5 OBJECTIVES OF THE STUDY

- To understand the role of positioning for the success of a product in a market.
- To explore perception of the Nano's car quality , luxury affordability and accessibility in comparison to other cars.
- To access perceptions of the Tata nano 's appeal ,competitiveness popularity among buyers.

RESEARCH METHODOLOGY

Type of data used

primary data

Primary data for the study was collected through a structured questionnaire

Secondary data

Secondary data was collected from published sources such as books, journals, websites etc..

Tools for data collection

Questionnaire are used

1.9.3 Sampling technique

Descriptive form of study is used

1.9.4 Sampling method

The purposive sampling method is used for the study

1.9.5 Sampling size

The sampling size is 100

1.9.6 Tools for data analysis

The result were analyzed using Excel and SPSS software . percentage analysis, Regression, and one way analysis were also used.

LIMITATIONS OF THE STUDY

- The sample size is limited to 100 respondents
- It was not possible to cover more consumers due to time limitation
- Non availability of confidential information
-

1.9 CHAPTERISATION

Chapter I: Introduction

Chapter II: Review of literature

Chapter III: Theoretical frame work

Chapter IV: Data Analysis and Interpretation

Chapter V: Findings, Suggestion and Conclusion

CHAPTER 2

REVIEW OF LITERATURE

Product positioning involves discerning the distinctive characteristics of brands through an analysis of both consumer distinctions and variations in brand perceptions (Albert & Gatty, 1969). It revolves around identifying a perceptual and preferential stronghold within the target market's psyche and staking a claim to it with a unique benefit or feature (Tybout & Sternthal, 2010). In essence,

Recently, some companies, despite having inferior brand images, have pursued mergers and acquisitions to acquire brands with superior reputations. For instance, Tata Motors Limited from India acquired Jaguar Cars Limited and Land Rover in 2008 (Hsiang Ming Lee, 2009). It's crucial for companies to uphold the strength of their brand, even during challenging times, ensuring consistent value delivery aligned with the brand promise.

Products can effectively be positioned based on psychographics or behavioral aspects. Examples such as beauty and fashion products, footwear, automobiles, soft drinks, and beer illustrate good psychographic fits. Additionally, targeting heavy or light users, or catering to consumers seeking specific product benefits, presents opportunities for effective positioning

Consumers often struggle to rationalize why they are more drawn to one brand over another or why certain brands elicit strong negative emotions (Schiffman and Kanuk, 2004). Product positioning holds significance to marketers as it can shape consumers' perceptions and brand choices. While most research has explored positioning new brands from a managerial standpoint, there's limited research examining this issue from the consumers' perspective or addressing the challenge of repositioning established brands (Robert D. Jewell, 2007).

Positioning strategy reflects a contemporary mindset,

In today's fiercely competitive business environment, brand marketers must strive to maintain relevance. Successful brands are instrumental in market success, while numerous examples exist of failed brands. Understanding what distinguishes a winning brand from a failed one is crucial (Dilip Roy and Saikat Banerjee, 2014).

Research indicates a positive correlation between positioning, market share, and brand equity. As brand sales increase, so does market share, reflecting the impact of positioning on buyer choice. Conversely, "low price, high quality" trend introduces a negative correlation, prompting consumers to reconsider established brand preferences (Noopur Sapatnekar, 2015).

In today's overly communicated and product-saturated consumer environment, effective positioning is crucial for brand success. It involves establishing the brand's position in consumers' minds relative to the values that differentiate it (Mardsen, 2002). Various strategies, including attribute/benefit, quality/price, use/user, image/prestige, and technology/convenience, contribute to successful differentiation.

However, positioning decisions often get relegated to a tactical level in many industrial marketing scenarios due to a sales-led culture, overlooking the broader implications for the entire business (Kalafatis, Margos H Tsogas, Blankson, 2000).

CHAPTER 3

THEORETICAL FRAMEWORK

PRODUCT POSITIONING

Product positioning is about how consumers view a product in relation to its competitors, focusing on the product's market role and highlighting its distinctive benefits or strengths.. This necessitates a thorough comprehension of the target audience, their needs, and how the product addresses those needs uniquely. Effective product positioning serves to differentiate the product, attract the appropriate customers, and drive sales. Marketing expert Jack Trout famously stated, underscoring the importance of shaping consumer perceptions and establishing a distinctive position for the product in their minds relative to competitors. Product positioning plays a pivotal role in the

success of a product within the competitive marketplace. By strategically defining where a product stands relative to its competitors, It creates a distinct identity and value proposition that connects with consumers. Effective product positioning not only differentiates the product from alternatives but also aligns it closely with .This clarity in positioning not only but also fosters brand loyalty and enhances consumer trust. Furthermore, product positioning guides marketing efforts, enabling companies to communicate compelling messages that highlight the product's distinct benefits and advantages. Ultimately, strong product positioning not only drives sales but also contributes to long-term brand growth and market leadership. Product positioning aims to carve a distinct and advantageous niche in the market by highlighting a product's unique benefits, differentiating it from competitors. This involves understanding customer needs, preferences, and perceptions to craft a compelling narrative that resonates with target audiences. Effective positioning establishes the product's identity and value proposition, making it more appealing and easier to remember, thereby driving brand loyalty and competitive advantage. Ultimately, it aligns marketing strategies to influence customer decision-making, optimize market share, and foster sustainable growth. product positioning is a critical strategic process that defines how a product is perceived in the marketplace, distinguishing it from competitors and aligning it with specific consumer needs and preferences. By leveraging factors such as clear messaging, deep target audience insights, competitive analysis, and consistent communication, businesses can create a compelling and distinct product image. Effective positioning not only enhances brand identity and customer loyalty but also provides a competitive edge by addressing market gaps and evolving consumer expectations. Thus, a well-executed positioning strategy is essential for achieving sustainable success in today's competitive business environment..

Relevance and importance

- **Market Differentiation:** New products face fierce competition. Effective positioning helps differentiate the new product from existing offerings, making it stand out to consumers and increasing its chances of success.
- **Target Audience Alignment:** Understanding the needs, preferences, and behaviors. Positioning ensures that the product resonates with the right audience segments, increasing the likelihood of adoption and acceptance

- **Value Proposition Communication:** Positioning communicates the unique value proposition of the new product to consumers. Advantages that differentiate the product from competitors, helping to persuade
- **Market entry strategy:** Positioning guides the overall market entry strategy for the new product, including pricing, distribution channels, and promotional activities. It ensures that resources are allocated effectively to maximize the product's impact and market penetration
- **Brand building:** For new products, establishing a strong brand identity is essential for long-term success. Positioning lays the foundation for brand building by shaping consumer perceptions and creating a distinctive brand image
- **Adaptation and evaluation:** As market dynamics change and consumer preferences evolve, positioning provides a framework for adapting and evolving the new product to stay relevant and competitive. It allows for ongoing refinement and optimization based on market feedback and performance metrics

Customer Experience Enhancement: Effective positioning contributes to enhancing the overall customer experience. By aligning the product with customer expectations and preferences, it ensures that consumers have positive interactions and perceive value in their purchases. This, in turn, leads to increased satisfaction, loyalty, and positive word-of-mouth.

Risk Mitigation: Product positioning helps mitigate risks associated with market entry and product launch. By thoroughly understanding the target market and competitors, businesses can anticipate challenges and plan strategies to address them effectively, reducing the likelihood of market failure.

- **Innovation Catalyst:** Positioning serves as a catalyst for innovation by identifying gaps in the market or unmet consumer needs. It encourages businesses to innovate and develop products that offer unique solutions or improvements over existing alternatives, driving industry advancement and differentiation.
- **Strategic Alignment:** Product positioning ensures strategic alignment across all facets of the organization. It aligns product development, marketing, sales, and customer service

efforts with a unified vision and message, fostering coherence and synergy within the company.

- **Market Expansion:** For companies looking to expand into new markets or customer segments, effective positioning facilitates successful market entry and growth. It enables businesses to tailor their offerings to meet local preferences and adapt strategies to fit diverse market conditions, maximizing opportunities for expansion.
- **Competitive Resilience:** In competitive environments, strong product positioning builds resilience against competitive pressures. It establishes a clear market position that distinguishes the product from competitors, making it less susceptible to price wars and other competitive tactics.
- **Strategic Partnerships:** Positioning can also facilitate strategic partnerships and collaborations. By clearly defining the product's unique value proposition and market position, businesses can attract potential partners who see alignment in goals and complementary strengths, enhancing mutual growth opportunities.
- **Consumer Education:** Effective positioning helps educate consumers about the product's benefits and how it addresses their specific needs. Clear communication of the product's value proposition builds consumer confidence and reduces uncertainty, encouraging trial and adoption.
- **Long-term Sustainability:** Establishing a strong market position through effective positioning contributes to the long-term sustainability of the business. It lays the groundwork for continued growth, profitability, and resilience in the face of evolving market dynamics and changing consumer preferences.
- **Ethical and Social Responsibility:** Increasingly, consumers expect businesses to demonstrate ethical behavior and social responsibility. Positioning strategies that emphasize these values can enhance brand reputation and appeal to socially conscious consumers, contributing to sustainable business practices.

Objectives of product positioning

- **Create a Unique Market Identity:** Establish a distinct image for the product that differentiates it from competitors and resonates with the target audience.

- **Meet Customer Needs:** Align the product's features, benefits, and messaging with the specific preferences
- **Enhance Brand Loyalty:** Foster a strong connection between the product and its users by building trust and loyalty through consistent and compelling positioning.
- **Support Pricing Strategy:** Justify the product's pricing whether it's positioned as a premium, value, or economy offering.

Guide Marketing and Communication: Provide a framework for developing coherent, ensuring that all promotional activities reinforce the product's positioning.

- **Facilitate Market Segmentation:** Enable precise targeting of specific market segments by defining how the product segments better than competitors.
- **Achieve Competitive Advantage:** Occupy that reduces vulnerability to competitors and enhances the product's attractiveness to consumers.

Drive Purchase Decisions: By clearly conveying the product's benefits and advantages, making it a preferred choice in the marketplace.

Support Business Growth: Contribute to overall business objectives by enhancing market penetration, expanding reach, and increasing sales through effective positioning.

Adapt to Market Changes: Provide a basis for modifying positioning strategies in response to evolving dynamics.

Elements of positioning

- **Target Market:** Identification the product is aimed, considering demographics, psychographics, and behavioral aspects.
- **Market Category:** Defining the broad category or segment competes, providing context for its relevance and usage.
- **Customer Needs:** Understanding and addressing the particular needs, desires, and problems of the target market, which the product aims to satisfy.
- **Differentiation:** Highlighting what sets the unique features, benefits, quality, or brand image.

□ **Value Proposition:** Clearly articulating the unique benefits and provides, explaining why it is the preferred choice.

□ **Brand Identity:** Establishing a distinctive brand image, personality, and positioning that resonates and supports.

□ **Competitive Analysis:** Evaluating the strengths and weaknesses of competitors, and positioning the product in a way that leverages competitive advantages.

□ **Positioning Statement:** Crafting a succinct statement that encapsulates the essence of the product's positioning, including target market, market category, differentiation, and value proposition.

Messaging: Developing consistent, compelling that reinforces the product's positioning and resonates with the target market..

Scope of product positioning

- **Market Differentiation:** Positioning meet specific customer needs.
- **Target Market Focus:** It involves identifying and appealing to specific segments of the market, ensuring the product aligns with the intended audience.
- **Brand Identity:** Positioning defines the product's role within the brand's portfolio, shaping its identity and how it is perceived from the same company.
- **Marketing** development of marketing campaigns, messaging, and promotional tactics to reinforce the product's distinct position in the marketplace.
- **Customer Perception:** Positioning influences how, fostering a specific image or reputation that can drive purchase decisions and loyalty.
- **Competitive Advantage:** A well-positioned product can achieve a competitive edge by occupying a unique, making it less vulnerable to market competition and pricing pressures

Market Segmentation: Product positioning involves segmenting various criteria such as demographics, psychographics, behavior, and needs. This helps in identifying specific groups of customers with distinct preferences and characteristics.

Product Life Cycle Management: Positioning strategies may vary across different stages of the product life cycle (introduction, growth, maturity, decline). For instance, during the introduction stage, positioning may focus on innovation and uniqueness, while in the maturity stage, it may emphasize reliability or cost-effectiveness.

Localization and Globalization: Depending on the geographic location and cultural differences, product positioning may need to be adapted to suit local preferences and market conditions. Conversely, global brands must ensure consistent positioning across diverse markets while respecting local nuances.

Channel Strategy: Positioning also considers how products are distributed and sold. The strategy may vary based on whether the product is sold through retail stores, online platforms, direct sales, or through intermediaries like wholesalers and distributors.

- **Technological Advancements:** In industries driven product positioning must reflect the product's technological superiority, innovation, and adaptability to evolving consumer needs.
- **Ethical and Environmental Considerations:** Increasingly, consumers are influenced by ethical considerations such as sustainability, and ethical sourcing practices. Positioning that emphasizes these factors can resonate strongly
- **Internal Alignment:** Effective product positioning requires alignment within the organization, ensuring that everyone from product developers to marketers understands and supports the chosen positioning strategy. This internal alignment is crucial for consistent execution and customer satisfaction.
- **Feedback and Adaptation:** competitor actions, and customer feedback enables companies to adjust and refine their positioning strategies over time. This adaptive approach ensures that the product remains relevant and competitive in the marketplace.

Advantages

- **Competitive differentiation:** Effective positioning helps distinguish a product By highlighting for their product, making it.
- **Targeted marketing:** Positioning allows businesses to who are most likely to be interested in the product. This targeted approach increases the efficiency of marketing campaigns and maximizes returns on investment.
- **Increased share:** Clear positioning helps communicate the value of the product to consumers, making it more appealing and increasing sales. As a result, businesses can gain market share and grow their customer base.
- **Brand building:** Consistent positioning contributes to for the product. Over time, this builds brand recognition, loyalty, and trust among consumers, leading to long-term success and sustainability.
- **Price premium:** Well-positioned products often command higher prices compared to competitors because they are perceived as offering greater value or meeting specific needs better. This allows businesses to achieve higher profit margins and increase revenue.
- **Product development guidance:** Positioning can inform product development decisions by identifying gaps in the market and areas where the product can excel. Businesses can use positioning insights to refine existing products or develop new ones that better meet consumer needs.
- **Customer Retention and Loyalty:** When a product is well-positioned and consistently delivers on its promises, it. Satisfied customers are more likely to repurchase and recommend the product to others, contributing to long-term business success.

Risk Mitigation in Innovation: Product positioning consumer preferences and market gaps, guiding innovation efforts. By understanding where existing products fall short or where new opportunities lie, businesses can innovate more effectively while minimizing the risk of product failures.

- **Enhanced Marketing Effectiveness:** Clear positioning facilitates more targeted and impactful marketing campaigns. Marketers can craft engagement and conversion.
- **Channel Partner Alignment:** For products sold through distribution channels or partnerships, effective positioning helps align channel partners with the brand's strategic objectives. Clear positioning guidelines ensure consistent messaging and representation across all sales channels.
- **Crisis Management:** A well-established product positioning strategy can also serve as a foundation for crisis management. During times of negative publicity or market challenges clear product positioning can help mitigate reputational damage and maintain consumer trust.
- **Flexibility in Competitive Response,** product positioning provides a framework for responding to competitors' actions. Businesses can adjust their positioning strategies to counter competitive threats or capitalize on emerging market opportunities swiftly and effectively.
- **Long-Term Sustainability:** Consistent and effective product positioning contributes to the long-term sustainability of a business. It establishes reduces vulnerability to competitive pressures, and fosters resilience against market fluctuations.
- **Employee Alignment and Motivation:** Clear product positioning not only guides external communication but also aligns internal stakeholders, including employees. When employees understand and market positioning, they can better advocate for the brand and contribute to its success.
- **Regulatory Compliance:** In regulated industries, positioning can help ensure compliance with industry standards and regulations. It guides product messaging to accurately reflect product attributes, benefits, and limitations, minimizing legal and regulatory risks.
- **Enhanced Financial Performance:** Ultimately, effective product positioning contributes to improved financial performance. By increasing sales, expanding market share, and commanding premium prices, businesses can achieve higher profitability and sustainable growth.

Disadvantages

- **Inflexibility:** Once a product is positioned in a particular way, changing its market perception can be challenging and costly, limiting adaptability to market changes or new opportunities.

- **Over-Specialization** feature may alienate broader audiences, reducing market reach and potential sales.
- **Risk of Misalignment:** Poor positioning may result in a disconnect between the product and consumer expectations, leading to dissatisfaction and potential brand damage.
- **High Costs:** Effective positioning often requires substantial investment in market research, advertising, and brand management, which can be costly, especially for small businesses.
- **Competitive Reaction:** Competitors may quickly respond to by replicating or countering it, potentially eroding the intended competitive advantage.
- **Consumer Perception Constraints:** If the positioning is too rigid, it may prevent the product from appealing to evolving consumer preferences or adapting to new trends, limiting long-term growth potential.
- **Market Saturation:** In crowded markets, achieving a unique and differentiated positioning becomes increasingly challenging, potentially leading to diluted brand identity and reduced visibility.
- **Limited Innovation:** Overemphasis on maintaining a specific positioning may stifle innovation within the product, preventing exploration of new features or adaptations that could appeal to changing consumer needs.
- **Brand Dilution:** Multiple product variants or extensions positioned inconsistently can dilute the overall brand image, confusing consumers and weakening brand equity over time.
- **Global Adaptability:** Positioning strategies that work well in one market may not translate effectively to global markets due to cultural differences, regulatory constraints, or varying competitive landscapes.
- **Channel Conflict:** If different channels (online, retail, direct sales) perceive the product differently due to inconsistent positioning, it can lead to channel conflict and undermine overall market presence and strategy.
- **Sustainability Challenges:** Positioning heavily reliant on unsustainable practices or trends may face backlash from environmentally conscious consumers or regulatory bodies, affecting long-term viability.
- **Misinterpretation:** Consumers may misinterpret the intended positioning message, leading to misaligned expectations and a disconnect between what the product offers and what consumers perceive.
- **Reputation Risks:** Poorly executed positioning strategies or missteps in messaging can damage brand reputation, making it difficult to recover consumer trust and loyalty.

- **Adaptation Lag:** In rapidly changing industries or markets, slow adaptation of positioning strategies to new trends or technologies can result in missed opportunities and loss of competitive edge.
- **Complexity in Communication:** Communicating complex or abstract positioning concepts effectively to consumers can be challenging, requiring consistent and targeted messaging across various marketing channels.

factors influence product positioning:

- **Market Segmentation:** Understanding the diverse needs, preferences, and behaviors of distinct consumer segments allows for tailored positioning strategies that resonate with specific target audiences.
- **Competitive Landscape:** Analyzing competitors' strengths, weaknesses, and positioning helps identify opportunities to differentiate the product effectively and carve out a unique market position.
- **Consumer Perception:** How consumers perceive the product, brand, and its attributes shapes its positioning in the market. This perception can be influenced by marketing efforts, word-of-mouth, and previous experiences.
- **Product Features and Benefits:** Highlighting unique features, benefits, and value propositions that address consumer needs and preferences is crucial for effective positioning and differentiation from competitors.
- **Brand Identity:** Leveraging the brand's reputation, values, and personality helps reinforce the product's positioning and build trust and loyalty with consumers.
- **Market Trends and Dynamics:** Adapting to changing market trends, technological advancements, and consumer behaviors ensures the product remains relevant and competitive in the evolving marketplace.
- **Price Positioning:** Pricing strategy influences how consumers perceive the product's value relative to competitors, impacting its positioning as a premium, mid-range, or budget option.

□ **Distribution Channels:** The choice of distribution channels and retail partners can affect how the product is perceived by consumers and positioned within the market.

□ **Geographic Considerations** preferences, cultural norms, and economic conditions may necessitate adjustments to the product's positioning strategy in different markets.

□ **Regulatory Environment:** Compliance with industry regulations and standards can influence product positioning, especially in highly regulated sectors such as healthcare and automotive.

• **Psychographic Segmentation:** Understanding the lifestyle, values, attitudes, and interests of consumers can provide deeper insights into their purchase motivations and preferences.

• **Customer Journey Mapping:** Analyzing the various touchpoints and stages through which consumers interact with the product can help optimize positioning strategies to enhance customer experience and satisfaction

• **Brand Associations:** Leveraging associations with celebrities, influencers, or other brands through partnerships or endorsements can influence how consumers perceive the product's image and positioning.

• **Packaging and Presentation:** The design, materials, and messaging on product packaging play a crucial role in shaping consumer perceptions and positioning the product as premium, eco-friendly, or convenient, depending on the target audience.

• **Ethical and Social Responsibility:** Consumer preferences are increasingly influenced by a brand's commitment to ethical practices, sustainability, and social responsibility. Aligning with these values can enhance brand positioning and appeal.

• **Emerging Technologies:** Integrating innovative technologies or advancements into the product can create a unique selling proposition (USP) and differentiate it from competitors in the market.

• **Seasonality and Trends:** Adapting product positioning to seasonal demands or emerging trends in fashion, technology, or lifestyle preferences can capitalize on current consumer interests and behaviors.

- **Customer Service and Support:** The quality of post-purchase support, warranties, and ease of returns can impact consumer perceptions and repeat purchases, influencing long-term product positioning.
- **Cross-Cultural Sensitivity:** Sensitivity to cultural nuances and differences in consumer behavior across different regions or global markets can guide effective positioning strategies that resonate locally.
- **Digital Presence and Online Reputation:** Managing online reviews, social media presence, and digital marketing efforts effectively can shape consumer perceptions and influence the product's positioning in the digital marketplace

Types of positioning

1.competitive positioning

Competitive positioning involves defining and establishing a clear and distinct position within the competitive market. It entails identifying that sets the product apart from competitors and resonates with consumers. By understanding customer needs and preferences, companies can strategically position their offerings to highlight strengths, address market gaps, and gain a competitive edge. Effective competitive positioning enables companies to attract customers, differentiate, and ultimately drive sales and business success.

2.product positioning

Product positioning is the strategic process of establishing a distinct identity and value proposition for a product within the market. It involves defining where the product stands relative to competitors and how it fulfills. Effective product positioning ensures that the product is perceived as valuable and desirable by consumers, helping to differentiate it from alternatives and drive sales. By aligning the product with consumer needs and communicating its benefits clearly, companies can create a strong market presence and foster customer loyalty.

3.situational positioning

adaptive strategy of positioning differently based on specific market situations or contexts. It involves tailoring capitalize on unique opportunities or address particular challenges within the

market environment. This approach recognizes that consumer needs, preferences, and competitive dynamics can vary across different situations, such as geographic locations, cultural contexts, or economic conditions. By understanding these situational factors and adjusting the positioning strategy accordingly, companies can maximize their relevance and effectiveness in meeting consumer demands and diverse market scenarios.

4. perceptual positioning

Perceptual positioning involves shaping consumer perceptions of a product or brand within the market. It focuses on creating a distinct image or identity for the product that resonates with the target audience. This positioning strategy relies on influencing how consumers perceive the product relative to competitors, emphasizing specific attributes or qualities that differentiate it and align with consumer preferences. By effectively managing perceptions through branding, messaging, and other marketing efforts, companies can establish a favorable position for their product in the minds of consumers, ultimately driving preference and purchase decisions.

5. Functional Positioning

Functional positioning is a strategic approach that emphasizes the functional benefits and attributes within the market. This positioning strategy highlights the practical features, performance, and utility of the product, focusing on how it meets specific consumer needs or solves particular problems more effectively than alternatives. By showcasing the functional advantages of the product, such as superior quality, reliability, convenience, or affordability, companies aim seeking tangible benefits and value. Functional positioning is often employed in markets where consumers prioritize practical considerations and where product performance in purchasing decisions.

Emotional Positioning: positioning focuses on appealing to consumers' emotions rather than just functional benefits. the audience by associating the product with specific feelings, values, or aspirations. Brands often use storytelling, imagery, and experiences to evoke emotions and differentiate themselves in the market.

Price/Value Positioning: Price/value positioning emphasizes the product's affordability or value for money compared to competitors. It targets price-sensitive

consumers by highlighting cost savings, competitive pricing, or perceived value relative to the price paid.

Quality Positioning: Quality positioning revolves around positioning of craftsmanship, durability, materials, or performance. This strategy appeals to consumers who prioritize quality and

Symbolic Positioning: Symbolic positioning involves associating the product with symbolic meanings, lifestyles, or social status. It aims to appeal to consumers' desire for self-expression, identity, or belonging by aligning the product with cultural symbols, trends, or subcultures.

Problem-Solution Positioning: This positioning strategy focuses on positioning the product as a solution to specific consumer problems or pain points. It highlights how the product addresses challenges or improves everyday life, resonating with consumers seeking practical solutions

- **User Positioning:** User positioning targets specific user groups or personas within the market. It tailors the product's positioning needs, behaviors, and preferences of these user segments, enhancing relevance and appeal.
- **Occasion-based Positioning:** Occasion-based positioning adapts the product's positioning strategy to different usage occasions or situations. It emphasizes how the product can be used effectively in specific contexts or events, catering to varying consumer needs and behaviors.
 - **Cultural Positioning:** Cultural positioning involves aligning the product with cultural values, beliefs, or trends that resonate with the target audience. It considers cultural nuances and societal norms to ensure the product's relevance and acceptance in different cultural contexts.
 - **Seasonal Positioning:** Seasonal positioning adjusts the product's positioning strategy based on seasonal trends, holidays, or specific times of the year. It capitalizes on seasonal demand, consumer behaviors, and purchasing patterns to optimize marketing effectiveness and sales opportunities.
 - **Competency Positioning:** Competency positioning highlights the company's core competencies, expertise, or unique capabilities that distinguish it from competitors. It positions the product as backed by specialized knowledge, skills, or resources that contribute to its superiority in the market.
 - **Purpose-Driven Positioning:** Emphasizing a product's alignment with social or environmental causes to appeal to socially conscious consumers. Brands are increasingly

showcasing their commitment to sustainability, ethical practices, or community impact as part of their positioning strategy.

- **Personalization and Customization:** Positioning products as customizable or personalized to cater to individual preferences and unique needs. This trend leverages data analytics and technology to offer tailored solutions that resonate more deeply with consumers.
- **Experience-Based Positioning:** Focusing on the overall experience rather than just the product features. Brands are positioning products as part of a broader lifestyle or experiential offering, creating emotional connections with consumers.
- **Digital and Omnichannel Positioning:** Optimizing product positioning across digital platforms and integrating it seamlessly with offline experiences. This approach acknowledges the growing importance of online channels and ensures consistency in messaging and brand perception.
- **Health and Wellness Positioning:** Capitalizing on growing consumer interest in health, wellness, and sustainability by positioning products as promoting physical well-being, mental health, or environmental stewardship.
- **Tech-Integrated Positioning:** Incorporating advanced technologies such as AI, IoT, or blockchain to enhance product functionality, security, or user experience. Positioning products as cutting-edge or technologically advanced can appeal to tech-savvy consumers.
- **Inclusive and Diverse Positioning:** Celebrating diversity and inclusivity in product positioning by representing diverse demographics, lifestyles, and cultural perspectives. Brands are increasingly focusing on inclusivity to resonate with a broader audience.
- **Transparency and Authenticity:** Positioning products with transparent sourcing, manufacturing processes, and ingredient lists to build trust and credibility with consumers. Authenticity in branding and messaging is crucial in today's consumer-driven marketplace.
- **Agile Positioning:** Remaining flexible and responsive to rapid changes in consumer preferences, market trends, and competitive landscapes. Agile positioning allows brands to quickly adapt and pivot strategies to stay relevant and competitive.
- **Storytelling and Emotional Positioning:** Using compelling narratives and emotional storytelling to create a deeper connection with consumers. Brands are leveraging storytelling techniques to evoke emotions, build brand loyalty, and differentiate themselves in the market.

These new concepts of product positioning reflect evolving consumer expectations, technological innovations, and societal trends, shaping how brands differentiate themselves and engage with their target audiences in today's dynamic marketplace

Steps for product positioning

Product positioning involves several key steps to effectively establish a distinct and compelling market position for a product. Here's a structured approach:

1. Market Analysis Conduct thorough market research to understand consumer needs, preferences, and behaviors. Identify market segments, competitive landscape, and market trends that could impact positioning.

2. Identify Unique Selling Proposition (USP) Determine the unique features, benefits, or values that set the product apart from competitors. This could include technological innovations, superior quality, cost-effectiveness, or environmental sustainability.

3. Target Audience Identification: Define the specific demographic, psychographic, and behavioral characteristics of the target audience. Segment the market to identify the most promising customer segments that align with the product's USP.

4. Positioning Statement Development: Craft a clear and concise positioning statement that articulates the unique value proposition and resonates with the target audience. The statement should address who the product is for, what it solves, and why it's better than alternatives.

5. Competitive Analysis: Analyze competitors' positioning strategies to identify gaps and opportunities. Understand their strengths, weaknesses, and how they communicate with their target audience to differentiate your product effectively.

6. Value Proposition Communication: Develop messaging that effectively communicates the product's USP and value proposition to the target audience. This includes creating compelling taglines, marketing messages, and content that align with consumer preferences and expectations.

7. Brand Alignment: Ensure that the product's positioning aligns with the overall brand strategy and values. Consistency in branding helps build brand equity and reinforces consumer trust and loyalty.

8. Testing and Iteration: Test the positioning strategy through market testing, surveys, focus groups, or pilot launches to gather feedback from the target audience. Use insights to refine and optimize the positioning approach.

9. Implementation and Monitoring: Roll out the positioning strategy across all marketing channels and touchpoints. Monitor consumer response, market trends, and competitive reactions to adapt positioning strategies as needed.

10. Continuous Evaluation and Adjustment: Regularly evaluate the effectiveness of the product positioning against business objectives, market conditions, and consumer feedback. Adjust positioning strategies accordingly to maintain relevance and competitive advantage.

BRAND POSITIONING STATEMENTS EXAMPLES.

Apple

- **Positioning Strategy:** Premium Pricing and Quality
- **Example:** Apple positions itself innovation and quality, targeting consumers who value premium design, cutting-edge technology,. Their "Think Different" campaign emphasizes creativity and sophistication.

Tesla

- **Positioning Strategy:** Innovative and Sustainable
- **Example:** Tesla positions its electric vehicles as high-performance, sustainable alternatives to traditional cars. Their branding focuses on cutting-edge technology, environmental responsibility, and luxury.

Coca-Cola

- **Positioning Strategy:** Emotional Connection and Consistency

- **Example:** Coca-Cola uses emotional appeals to position itself as a timeless, feel-good beverage. Campaigns like "Share a Coke" create personal connections and reinforce brand loyalty.

Nike

- **Positioning Strategy:** Performance and Aspirational
- **Example:** Nike positions itself as a brand for athletes and active individuals, using the "Just Do It" slogan to inspire and motivate. Their marketing highlights performance, innovation, and empowerment through sport.

IKEA

- **Positioning Strategy:** Affordable and Functional Design
- **Example:** IKEA positions itself as offering well-designed, functional home furnishings at affordable prices. Their branding emphasizes simplicity, practicality, and cost-effectiveness.

Southwest Airlines

- **Positioning Strategy:** Low-Cost and Customer-Friendly
- **Example:** Southwest Airlines positions itself as a low-cost carrier with a focus on friendly service and no hidden fees, targeting budget-conscious travelers who value transparency and a hassle-free experience.

Patagonia

- **Positioning Strategy:** Environmental Responsibility and Quality
- **Example:** Patagonia environmentally conscious brand committed to sustainability and high-quality outdoor gear. Their marketing often emphasizes ethical practices and environmental activism.

Starbucks

- **Positioning Strategy:** Premium Experience and Lifestyle

- **Example:** Starbucks a premium coffee experience, focusing on quality, customer experience, and creating a "third place" between home and work. Their branding includes a focus on ambiance and community.

Volvo

- **Positioning Strategy:** Safety and Reliability
- **Example:** Volvo emphasizes safety and reliability in its positioning, targeting with a focus on advanced safety features and engineering excellence.

Lush

- **Positioning Strategy:** Ethical and Handmade
- **Example:** Lush ethical brand offering handmade, cruelty-free cosmetics. Their branding highlights natural ingredients, environmental responsibility, and transparency in sourcing and production.

New concepts and trends in product positioning

1. **Purpose-Driven Positioning:** Emphasizing a product's alignment with social or environmental causes to appeal to socially conscious consumers. Brands are increasingly showcasing their commitment to sustainability, ethical practices, or community impact as part of their positioning strategy.
2. **Personalization and Customization:** Positioning products as customizable or personalized to cater to individual preferences and unique needs. This trend leverages data analytics and technology to offer tailored solutions that resonate more deeply with consumers.
3. **Experience-Based Positioning:** Focusing on the overall experience rather than just the product features. Brands are positioning products as part of a broader lifestyle or experiential offering, creating emotional connections with consumers.
4. **Digital and Omnichannel Positioning:** Optimizing product positioning across digital platforms and integrating it seamlessly with offline experiences. This approach acknowledges the growing importance of online channels and ensures consistency in messaging and brand perception.
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6. **Tech-Integrated Positioning:** Incorporating advanced technologies such as AI, IoT, or blockchain to enhance product functionality, security, or user experience. Positioning products as cutting-edge or technologically advanced can appeal to tech-savvy consumers.

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8. **Transparency and Authenticity:** Positioning products with transparent sourcing, manufacturing processes, and ingredient lists to build trust and credibility with consumers. Authenticity in branding and messaging is crucial in today's consumer-driven marketplace.
9. **Agile Positioning:** Remaining flexible and responsive to rapid changes in consumer preferences, market trends, and competitive landscapes. Agile positioning allows brands to quickly adapt and pivot strategies to stay relevant and competitive.
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These new concepts of product positioning reflect evolving consumer expectations, technological innovations, and societal trends, shaping how brands differentiate themselves and engage with their target audiences in today's dynamic marketplace.

CHAPTER- 4

DATA ANALYSIS AND INTERPRETATION

Gender wise classification of respondents

Gender	No. Of respondents	Percentage
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Male	53	53
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Female	47	47
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Others	0	0
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Total	100	100
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Source: Primary data

Gender wise classification of respondents

Age wise classification of respondents

Age	No of respondents	Percentage
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20-30		
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	64	64		
30-40			20	20
40 -50	16	16		
Total	100	100		

Source: Primary data

Income wise classification of respondents

Income	No. Of respondents	Percentage
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0 -15000	60	60
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15000-50000	30	30
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50000-100000	10	10
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Total	100	100
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Source: Primary data

Occupation wise classification of respondents

Occupation	No. Of respondents	Percentage
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Business	7	7
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Professional	24	24
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Others	69	69
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Total	100	100
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Source: Primary data

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Positioning strategies of Tata Nano

Item code	Attributes	Strongly disagree			Disagree		Neutral	Agree		
		Total	Mean	SD						
PST 1										
	Inferior quality	0	6	34	46	14	100	3.6	0.790	
PST 2 Cheaper price										
1	19	45	35	100	4.15	0.757				
PST 3	Luxurious value	0	4	28	43	25	100	3.89	0.827	
PST 4	Cheaper advertisement		2	6	27	38	29	100	3.88	0.946

PST 5 Anybody affordable 0 6 24 35 35 100 3.99 0.916

Interpretation

The data provided summarizes the positioning strategies adopted by the NANA car based on several attributes: Inferior Quality, Cheaper Price, Luxurious Value, Cheaper Advertisement, and Anybody Affordable. The responses are categorized into Strongly Disagree, Disagree, Neutral, Agree, and Strongly Agree, with each category having a specific count of responses. The mean scores and standard deviations are also provided for each attribute, which help in understanding the general perception and variability of opinions among the respondents. From the analysis, it is evident NANO car having a Cheaper Price is the strongest, with a mean score of 4.15 and the lowest standard deviation of 0.757, indicating high agreement and low variability among respondents. The next strongest perception is the Anybody Affordable attribute with a mean score of 3.99 and a higher standard deviation of 0.916, suggesting a slightly more varied but still strong agreement. Inferior Quality attribute has the lowest mean score of 3.6, with a standard deviation of 0.790, reflecting a more neutral perception among respondents. The attributes Luxurious Value and Cheaper Advertisement have mean scores of 3.89 and 3.88 respectively, with slightly higher standard deviations, indicating moderate agreement but higher variability in responses. This analysis shows that the NANA car is primarily positioned as an affordable and reasonably priced vehicle, while perceptions of its quality and luxury are more varied.

Attitudinal response of consumers

Item code	Attributes	Strongly disagree			Disagree		Neutral	Agree	Strongly agree	Total	Mean	SD
ARC 1	Insecure dependency	6	6	30	37	21	100	3.61	1.07			
ARC 2	External validation	14	8	36	37	5	100	3.11	1.10			

ARC 3 Perception 15 8 34 25 18 100 3.23 1.27

The attitudinal response data highlights distinct consumer perspectives on three key attributes. For ARC 1, “Insecurity on dependency,” the majority of consumers tend to agree (mean = 3.61), suggesting that many acknowledge some level of insecurity when relying on others. A substantial portion, 37%, agrees with this sentiment, while 21% strongly agree. The relatively high mean and lower standard deviation (SD = 1.07) indicate a moderate consensus around this issue, showing that insecurity but not overwhelmingly intense., ARC 2, “External validation,” has a lower mean (3.11) and a slightly higher standard deviation (SD = 1.10), reflecting more varied opinions. While 37% agree with the need for external validation, a significant number of respondents are neutral (36%) or even disagree (14%). This suggests that while external validation is important to some, it is less universally perceived as essential compared to dependency insecurity.ARC 3, “Perception,” has a mean score of 3.23 with a larger standard deviation (SD = 1.27), indicating diverse views on this attribute. Agreement is spread across the spectrum, with notable percentages both in agreement (25%) and in neutrality (34%). This variability implies that perceptions among consumers are less consistent, showing mixed attitudes towards how they are viewed by others.

Social dynamics and perceptions of Tata Nano cars

Item code	Attributes	Strongly disagree	Disagree	Neutral	Agree	Strongly agree	Total	Mean	SD
SDP 1	Consumers conformity	4	14	34	37	11	100	3.37	0.991
SDP 2	Approved perception	0	10	38	40	12	100	3.54	0.834
SDP 3	Influenced imitation	2	21	45	22	10	100	3.10	0.937
SDP 4	Social acceptance	2	27	36	29	6	100	3.17	0.943

SDP 5 Belonged Association	3	13	55	25	10	100	3.22	0.949
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The data reveals insights into perceptions of various social and psychological dimensions among participants, as measured by mean responses on a Likert scale. For “Consumerism on Conformity” (SDP 1), the mean score is 3.37, indicating a mild agreement that consumerism influences conformity, with a standard deviation (SD) of 0.991, suggesting moderate variability in responses. “Perception” (SDP 2) scores highest with a mean of 3.54 and the lowest SD of 0.834, showing a stronger consensus that perception in the context studied. “Imitation” (SDP 3) has a mean of 3.10, indicating neutrality with some tendency towards agreement, and an SD of 0.937, indicating moderate variation among responses.

Regarding “Social Acceptance” (SDP 4), the mean is 3.17, suggesting a neutral but slightly positive view of social acceptance, with an SD of 0.943, showing moderate response variation. Finally, “Association” (SDP 5) has a mean of 3.22 and an SD of 0.949, indicating that participants are generally neutral but leaning towards agreement on its significance, with moderate variability in their views. The overall data indicates a general tendency towards slight agreement across all dimensions, with “Perception” being the most agreed-upon attribute and showing the least variability in opinions

Consumers perceptions of Tata Nano car

Item code	Attributes	Strongly disagree	Disagree	Neutral	Agree	Strongly agree	Total	Mean	SD
CPT 1	Unattractive	0	2	41	39	18	100	3.73	0.777

CPT 2 Uncompetitive	2	10	36	41	11	100	3.49	0.893
CPT 3 Unpopularity 2	14	63	30	17	100	3.46	0.999	
CPT 4 Unsatisfactory	2	18	34	35	11	100	3.34	0.968
CPT 5 Reputation	6	19	31	25	19	100	3.32	1.16

-The survey data evaluates five items (CPT 1 to CPT 5) on various negative attributes using a 5-point Likert scale. The mean scores for each item suggest that respondents generally tend to agree with these negative attributes to varying degrees. Specifically, CPT 1 (“Unattractive”) has the highest mean score of 3.73, indicating a stronger perception of unattractiveness, with 39% of respondents agreeing and 18% strongly agreeing. In contrast, CPT 5 (“Reputation”) has the lowest mean score of 3.32, with a larger proportion of respondents showing neutral to mixed feelings, reflected by the higher standard deviation (SD = 1.16).

Examining the variability, CPT 3 (“Unpopularity”) shows the highest standard deviation (0.999), suggesting more diverse opinions among respondents regarding its unpopularity. CPT 1 has the lowest standard deviation (0.777), indicating more consensus on its unattractiveness. Overall, while there is a tendency to agree with these negative attributes, the level of agreement varies, and the standard deviations suggest differing

levels of consensus, with CPT 1 showing relatively uniform agreement and CPT 5 exhibiting more varied responses.

H1: There is a direct and significant relationship between positioning strategies adopted by the Tata Nano and failure of the car.

Regression

Model Variables Entered Variables Removed Method

1 Product positioning strategy Stepwise (Criteria: Probability-of-F-to-enter \leq .050, Probability-of-F-to-remove \geq .100).

a. Dependent Variable: product failure

R (.397): This is the correlation coefficient between the observed and predicted values of the dependent variable (Product Failure). An R value of .397 indicates a moderate positive relationship between Product Positioning Strategy (PPS) and Product Failure (PF). R Square (.157): This value indicates that 15.7% in Product Failure can be explained by the Product Positioning Strategy. This means that PPS has a modest PF. Adjusted R Square (.149): This value adjusts the R Square for the number of predictors in the model. The slight reduction from R Square suggests that the model is reasonably generalizable. Estimate (.67295): This measures. A lower value would indicate a closer fit of the model to the data.

Model Summary

Model R	R Square	Adjusted R Square	Std. Error of the Estimate	
1	.397a	.157	.149	.67295

a. Predictors: (Constant): product positioning strategy.

ANOVAa

Model	Sum of Squares	df	Mean Square	F	Sig.
1	Regression	8.289	1	8.289	18.303.000b
	Residual	44.38198	.453		
	Total	52.67099			

a. Dependent Variable: Product failure

b. Predictors: (Constant) : Product positioning strategy

ANOVA (Analysis of Variance)

Sum of Squares : Regression (8.289) : This represents the variance in Product Failure that is explained by PPS. Residual (44.381): This represents the variance in Product Failure that is not explained by PPS. Total (52.670): The total variance in Product Failure. Df (Degrees of Freedom):regression (1) : There is one predictor (PPS). Residual (98) : The degrees of freedom for the residuals (100 – 1 – 1). Mean Square: Regression (8.289) : The mean square for the regression is equal to the sum of squares divided by its degrees of freedom. Residual (.453)**: The mean square for the residuals is the sum of squares divided by its degrees of freedom. F (18.303) : The F-statistic tests whether the overall regression model is a good fit for the data. An F-value of 18.303 is relatively high, indicating that the model explains a significant portion of the variance in Product Failure. Sig. (.000), indicating that the model is statistically significant. Low probability that the relationship observed in the data occurred by chance.

Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	
	B	Std. Error	Beta			
1	(Constant)	1.683	.423	3.978	.000	
	PPS	.456	.107	.397	4.278	.000

a. Dependent Variable: Product failure

Coefficients

Unstandardized Coefficients (B) (Constant) 1.683 : This is the y-intercept of the regression line. It represents the expected value of Product Failure when PPS is zero. Product (.456)**: This is regression line. PPS, the Product Failure strategy is expected to increase by 0.456 units. Standardized Coefficients (Beta) Product positioning strategy (.397). This standardized coefficient represents PPS and PF in terms of standard deviations. A Beta value of .397 suggests a moderate positive relationship. T-values and Sig. (Constant) t = 3.978, Sig. = .000. This indicates. T = 4.278, Sig. = .000, this indicates that product positioning strategy is a significant predictor of product failure. The t-value of 4.278 is quite high, and the p-value of .000 suggests that the relationship is statistically significant.

CHAPTER 5

FINDINGS, SUGGESTION AND CONCLUSION

Major Findings

Strong Agreement on Affordability: Respondents consistently perceive the NANA car as being affordably priced, reflecting a strong consensus on its value for money.

Widely Seen as Accessible: The car is broadly viewed as accessible and affordable to a wide range of consumers, reinforcing its positioning as an economical choice.

Neutral View on Quality: There is a neutral perception regarding the quality of the NANA car, indicating that opinions are mixed and not strongly polarized towards it being inferior.

Moderate Perception of Luxury: The luxurious value of the NANA car is moderately acknowledged, with opinions varying more significantly among respondents.

Varied Opinions on Advertising: While there is some agreement that the car employs cost-effective advertising strategies, responses show a greater degree of variability in this regard.

Objective: To analyse the attitude and social dynamics of the customer of Nano cars.

Major Findings

Significant Concern for Insecure Dependency: A large proportion of consumers (37% agree, 21% strongly agree) feel insecure when relying on others, indicating that dependency insecurity is a notable issue among respondents.

Moderate Importance of External Validation: While 37% of consumers agree on the importance of external validation, a substantial number are neutral (36%) or disagree (22%), showing mixed feelings about this attribute.

Varied Perceptions of Being Viewed by Others: Consumer attitudes towards how they are perceived are diverse, with 25% agreeing and 18% strongly agreeing, but a notable 34% remaining neutral, reflecting mixed opinions.

Neutrality in External Validation: The high percentage of neutral responses (36%) regarding external validation suggests that many consumers are indifferent or uncertain about its significance.

Balanced Views on Perception: With a distribution of opinions across strongly disagree, disagree, neutral, agree, and strongly agree categories, the perception attribute shows a balanced but varied set of attitudes among consumers.

Major Findings

High Consumer Conformity: A significant portion of consumers (37% agree, 11% strongly agree) feel a sense of conformity, indicating that many align their views with others regarding Tata Nano cars.

Strong Approved Perception: The majority of consumers (40% agree, 12% strongly agree) have a positive perception of Tata Nano cars, showing a generally favorable attitude towards the brand.

Mixed Views on Influenced Imitation: There are diverse opinions on influenced imitation, with a large number of consumers being neutral (45%), but notable groups disagreeing (21%) and agreeing (22%), reflecting varied responses to the influence of others on their purchasing decisions.

Varied Opinions on Social Acceptance: Opinions on social acceptance of Tata Nano cars are mixed, with a significant portion of consumers disagreeing (27%) and another large group remaining neutral (36%), suggesting diverse views on the car's acceptance within social circles.

Neutral Stance on Belonged Association: Many consumers feel neutral (55%) about their association with Tata Nano cars, indicating that while some feel a sense of belonging (25% agree, 10% strongly agree), many are indifferent to this attribute.

Objective: To investigate the reason for the product failure of Nano cars.

Major Findings

Perceived Attractiveness: A significant portion of consumers (39% agree, 18% strongly agree) perceive the Tata Nano car as unattractive, indicating a strong consensus on its lack of appeal.

Competitive Perception: Many consumers (41% agree, 11% strongly agree) find the Tata Nano car uncompetitive, showing a prevalent belief that it does not fare well against other cars in its segment.

Neutral View on Popularity: The largest group of respondents (63%) are neutral about the car's popularity, suggesting a lack of strong opinions about how well-known or accepted the Tata Nano is.

Mixed Opinions on Satisfaction: Opinions on the satisfaction level with the Tata Nano car are varied, with a significant number of consumers agreeing (35%) but also a notable portion disagreeing (18%), indicating mixed perceptions of satisfaction.

Negative image: Consumers have mixed feelings about the reputation of the Tata Nano car, with responses spread across all categories and the highest percentages in neutrality (31%) and agreement (25%), reflecting diverse views on its overall reputation.

Objective : To extract the effect of wrong product positioning strategy on product failure of Tata Nano cars

The study indicates that the failure of NANO cars can be attributed to ineffective product positioning strategies. Key issues identified include:

Perception of Unattractiveness

A significant number of consumers view the NANO car as unattractive, suggesting that the car's design and aesthetics do not appeal to potential buyers. According to Kotler and Keller (2016), product design plays a crucial role in attracting consumers and differentiating a brand from its competitors. The unattractive design of the NANO car likely hindered its ability to draw potential buyers, leading to poor market performance.

Competitive Disadvantage

Many respondents believe the NANO car is uncompetitive in the market, implying that its features, pricing, or value proposition do not measure up to those of its competitors. Porter (1985) emphasizes the importance of competitive strategy and positioning in achieving market success. The NANO car's inability to offer compelling features or value likely resulted in its competitive disadvantage, contributing to its failure.

Neutral Perception of Popularity

The neutral stance on the car's popularity indicates a lack of strong brand presence or marketing impact, leading to ambivalence among consumers about its visibility and acceptance in the market. Aaker (1996) highlights the importance of brand equity and visibility in achieving consumer recognition and preference. The NANO car's weak marketing efforts and brand presence likely led to its lack of popularity and market success.

Mixed Satisfaction Levels

Varied opinions on satisfaction suggest that the car fails to consistently meet consumer expectations, affecting its reputation and overall customer satisfaction. Parasuraman, Zeithaml, and Berry (1985) discuss the significance of meeting customer expectations in achieving high levels of satisfaction and loyalty. The inconsistency in the NANO car's

performance and quality likely resulted in mixed satisfaction levels among consumers, further hindering its success.

Reputation Issues

The diverse views on the car's reputation reflect inconsistencies in the brand's image and consumer experiences, highlighting the need for a clearer and more positive brand positioning strategy. Keller (1993) stresses the importance of brand image and positioning in shaping consumer perceptions and driving brand success. The NANO car's unclear and inconsistent brand positioning likely contributed to its negative reputation and market failure.

Suggestions

Suggestions Based on Findings

Given the shortcomings identified in the study, here are some actionable suggestions to address the issues and improve the strategic marketing and product development efforts for future product launches:

Enhance Product Design and Aesthetics: Addressing Unattractive Perception: Invest in redesigning the product to make it more visually appealing and modern. Conduct design-focused consumer research to understand aesthetic preferences and incorporate these insights into the product development process.

Competitive Feature and Pricing Strategy

Improving Competitive Edge: Conduct a thorough competitive analysis to identify the features and pricing strategies of successful competitors. Ensure the product offers compelling value propositions, such as unique features, superior quality, or enhanced functionality, at a competitive price point.

Strengthen Brand Visibility and Marketing Efforts

Boosting Brand Visibility: Implement comprehensive and targeted marketing campaigns to build strong brand awareness and visibility. Utilize a mix of traditional and digital marketing channels to reach a broader audience and create a memorable brand presence.

Enhanced Promotion and Distribution: Improve promotional strategies by highlighting the product's unique selling points. Strengthen distribution channels to ensure the product is easily accessible to the target market, including online and offline retail options.

Ensure Consistent Customer Satisfaction

Addressing Mixed Satisfaction Levels: Establish robust customer feedback mechanisms to continuously gather insights on consumer satisfaction and areas for improvement. Use this feedback to make iterative improvements to the product and customer service.

Improve Market Research and Customer Insights

Conducting Comprehensive Market Research: Prior to product launch, engage in detailed market research to understand the needs, preferences, and pain points of the target audience. Utilize this data to align product features, pricing, and promotional strategies with consumer expectations.

Creating Customer Feedback Loops: Implement regular feedback loops to capture consumer experiences and adapt strategies accordingly. This helps in maintaining relevance and meeting evolving consumer demands.

Strengthen Brand Reputation and Positioning

Building a Positive Brand Image: Develop clear and consistent brand messaging that resonates with the target audience. Focus on building a positive reputation through quality assurance, customer engagement, and transparent communication.

Clear Brand Positioning: Ensure that the brand's positioning strategy is clear and distinct, effectively communicating the product's benefits and value proposition to the target market.

Adaptability and Innovation Management

Encouraging Innovation: Foster a culture of innovation within the organization to continuously explore new ideas and improvements. Encourage cross-functional collaboration to drive creative solutions and product enhancements.

Risk Assessment and Management: Implement robust risk assessment processes to identify potential market entry risks and develop mitigation strategies. Stay adaptable to changing market conditions and be prepared to pivot strategies as needed.

By implementing these suggestions, businesses can learn from the shortcomings identified in the study and enhance their strategic marketing, product development, and market entry strategies. This will help in better aligning their products with consumer needs and preferences, ultimately leading to greater market success.

Conclusions

Product Positioning Strategies: Tata Nano's focus on affordability positioned it as a budget-friendly car but failed to effectively address design appeal and competitive features, undermining its market success.

Consumer Attitudes and Social Dynamics: Consumers showed strong agreement on the Nano's affordability but had mixed and often neutral views on its quality, luxury, and social acceptance, limiting its broader appeal.

Reasons for Product Failure: The Tata Nano's failure resulted from its unattractive design, competitive disadvantage, weak brand presence, inconsistent satisfaction, and reputation issues, leading to poor market performance.

Effects of Wrong Product Positioning: Ineffective product positioning, emphasizing affordability at the expense of attractiveness and competitiveness, significantly contributed to the Tata Nano's market failure.

The study concludes that the Tata Nano's product failure is largely due to ineffective product positioning strategies, characterized by unattractive design, lack of competitive features, weak brand visibility, inconsistent customer satisfaction, and a mixed reputation.

