Evaluating Brand Positioning Strategies and Consumer Perceptions in Textile Outlets of Dindigul District, Tamil Nadu

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Abstract -This study examines brand positioning strategies and consumer perceptions in textile outlets in Dindigul. Brand positioning refers to the process by which a company establishes a unique value proposition to differentiate its products from competitors and resonate with its target audience. The research aims to identify key factors influencing effective brand positioning and analyze consumer perceptions and preferences. Demographic and psychographic analyses are employed to understand the target market, assess competitive advantages, and evaluate brand personality and values. The findings reveal significant correlations between brand positioning strategies and consumer perceptions, including brand image, communication of unique selling propositions (USPs), and their impact on competitive advantage and brand loyalty. The study concludes with recommendations for developing and implementing effective brand positioning strategies in the textile sector.
Keywords: Brand Positioning, Consumer Perceptions, Textile Outlets, Competitive Advantage, Brand Loyalty

I. INTRODUCTION

Brand positioning is a crucial marketing strategy that defines the unique value a brand offers to its customers, distinguishing it from competitors. This strategic process helps companies create a distinct brand identity and communicate their value proposition, which is the key reason consumers choose their brand over others. Effective brand positioning involves establishing associations between the brand and its value proposition, both internally through a brand positioning statement and externally via various marketing efforts. A successful brand positioning strategy requires a thorough understanding of the target audience, identifying competitive advantages, defining the brand's personality and values, and crafting a unique value proposition. Consistent messaging across all marketing channels is essential to reinforce the brand's image and consumer perception. Emotional connections with consumers, along with continuous monitoring and adaptation to market trends and consumer feedback, are also vital components of a robust brand positioning strategy.

Consumer perception, which is subjective and influenced by individual experiences and external factors, plays a significant role in brand positioning. It is dynamic, multi-dimensional, and can evolve over time. Brands must address these dimensions to create a compelling and comprehensive brand image. Positive consumer perception can lead to brand loyalty, making it imperative for brands to cultivate favorable perceptions through strategic branding efforts. This study focuses on textile outlets in Dindigul, exploring the challenges, trends, and best practices in brand positioning. It aims to identify factors contributing to effective brand positioning, gain insights into consumer perceptions and decision-making processes, and analyze the competitive landscape. The research findings will provide actionable strategies for developing and implementing successful brand positioning strategies, ultimately enhancing brand competitiveness and consumer attachment in the textile industry.

II. REVIEW OF LITERATURE

Hauser (1993) emphasizes the importance of positioning for new products, highlighting that they must not only meet customer needs but also outperform competitors. Four key considerations in developing a positioning strategy include identifying the target market, differentiating the product from competitors, evaluating the value of this difference to the target market, and effectively communicating this difference. Brooksbank (1994) outlines that a successful positioning strategy comprises three components: customer targets derived from segmentation studies, competitor targets based on external environment analysis, and competitive advantage also rooted in environmental analysis. His research indicates that high-performing UK companies effectively position their offerings in the marketplace, supported by authors like Clement and Grotemeyer (1990) and Devlin *et al.,* (1995), who stress the importance of positioning in strategic management. Fisher (1991) further asserts that differentiated positioning yields high returns on profits. Venkateswaran *et al.,* (2018) apply the Technology Acceptance Model (TAM) to understand decision-making processes related to automobile purchases in Coimbatore District. Their research demonstrates how consumer acceptance of new technologies influences purchasing decisions and highlights the factors that drive this acceptance, such as perceived usefulness and ease of use. Selvakumar *et al.,* (2022) examine prosocial behavior among day scholars and hostel students, providing insights into the social dynamics within educational settings. Although this study focuses on education, its findings on behavior and interaction can inform marketing strategies in the textile sector.

Hari Krishna *et al.,* (2023) delve into the innovative application of ethically governed artificial intelligence (AI) within business research, specifically focusing on finance and marketing systems. Their study highlights the transformative potential of AI in these fields, underscoring its ability to enhance decision-making processes, streamline operations, and provide deeper insights into consumer behavior. Houston and Hanieski (1976) introduce multiproduct positioning strategies, defining it as using the characteristics of one product to drive demand for another through complementarities, either by associating products or creating complementarities. Holmes (1974) suggests four positioning strategies for retailers: positioning by leader, emulation, alternative positioning, and overcoming common weaknesses shared by competitors. Berry (1982) categorizes retailing into four segments for positioning: value retailers, time-efficient retailers, high-contact retailers, and sensory retailers, each focusing on different aspects like value, convenience, customer service, and shopping experience.

Porter (1996) proposes three primary positioning strategies: variety positioning (product-centered), needs-based positioning (target market-focused), and access-based positioning (based on accessibility segments). Hooley et al. (2012) argue that competitive positioning offers a realistic way to understand market competition, emphasizing six differentiation dimensions: price, quality, service, tailoring, benefit differentiation, and innovation. They also explore the role of rapid innovation, superior service, differentiated benefits, and tailored offerings in positioning strategies. Batra (2008) introduces the concept of Global Consumer Culture Positioning (GCCP), a tool for positioning offerings in the multicultural marketplace. Kim and Mauborgne (1999) suggest a framework for evaluating the benefits offered to customers, focusing on utility levers like customer productivity, simplicity, convenience, risk reduction, fun and image, and environmental friendliness. Kalafatis et al. (2000) derive a positioning typology for business marketing, identifying thirteen alternatives, including leadership, safety, stability, and differentiation.

Punj and Moon (2002) discuss two positioning alternatives: exemplar-based positioning, which involves direct comparisons with major brands, and abstraction-based positioning, which seeks brand consideration without direct comparisons. Kapferer (2012) emphasizes positioning along features and benefits, brand personality, and deep values, while Blankson and Kalafatis (2004) develop a customer-derived positioning typology suitable for both goods and services, suggesting eight strategies. S. K. *et al.,* (2022) explore the economic implications of human resource management (HRM) using data mining techniques. Their research emphasizes the significance of data mining in extracting valuable insights from large datasets to inform HR decisions and enhance organizational performance. This study's relevance to brand positioning in textile outlets lies in its demonstration of how data mining can uncover patterns and trends in consumer data, aiding in the development of targeted marketing strategies. Ramesh

Kumar *et al.,* (2022) investigate the impact of training and development programs on employee performance within Lebanese SMEs. Their findings indicate that well-designed training initiatives significantly improve employee skills, motivation, and overall performance, contributing to organizational success. While the focus of this study is on HRM, its implications for the textile industry are noteworthy. Effective training programs can enhance the capabilities of staff in textile outlets, leading to improved customer service and a stronger brand image. The reviewed literature provides a comprehensive understanding of various factors influencing brand positioning and consumer perceptions.

III. RESEARCH METHODOLOGY

The research design serves as the blueprint for the collection, measurement, and analysis of data. This study employs a descriptive research design, which is appropriate for understanding the current status of a phenomenon and describing the characteristics of the subject under investigation. Descriptive research is particularly useful for obtaining a clear picture of specific variables and their relationships within the context of brand positioning strategies and consumer perceptions in textile outlets. This study, titled "Evaluating Brand Positioning Strategies and Consumer Perceptions in Textile Outlets of Dindigul," follows a structured methodology to ensure the accuracy and reliability of the findings. Primary data were collected through a structured questionnaire distributed to customers of various textile outlets in Dindigul.

The data were then processed, tabulated, and analyzed using statistical software to draw relevant findings. Secondary data were utilized to supplement the primary data, providing additional context and background information for the study. The study employed a convenience sampling method, which involves selecting participants who are easily accessible to the researcher. This method was chosen due to its practicality and efficiency in gathering data from a large number of respondents within the available time frame. The sample size for the study consisted of 100 customers from various textile outlets located in Dindigul. This sample size was deemed sufficient to provide a representative understanding of consumer perceptions and brand positioning strategies within the area.

The following tools were used to analyze the collected data:

1. Simple Percentage Analysis

This method was used to understand the distribution and proportion of responses across different categories.

2. Chi-Square Test

This statistical test was employed to examine the relationships between categorical variables and to determine if there are significant associations between them.

3. ANOVA

This test was used to compare means among different groups to see if there are any statistically significant differences.

By adopting this structured research methodology, the study aims to provide comprehensive insights into the brand positioning strategies and consumer perceptions in the textile outlets of Dindigul.

TABLE I DEMOGRAPHIC PROFILE OF THE RESPONDENTS

Sl. No.	Category	Sub-category	No. of Respondents	Percentage (%)
1	Gender	Male	26	26
		Female	68	68
		Transgender	6	6
		Total	100	100
2	Age Group	>30	15	15
		30-40	11	11
		41-50	52	52
		51-60	20	20
		>60	2	2
		Total	100	100
3	Education	Basic schooling	39	39
		UG	48	48
		PG	12	12
		Scholars	1	1
		Total	100	100
4	Occupation	Student	8	8
		Private job	30	30
		Government job	20	20
		Self-employed	30	30
		Unemployed	12	12
		Total	100	100

The study reveals significant insights from the demographic profile of the respondents, which are essential for understanding the target audience and shaping effective brand positioning strategies. The analysis shows that a majority of the respondents are female, comprising 68% of the sample, indicating that marketing strategies should significantly focus on female consumers. Additionally, 6% of the respondents are transgender, suggesting the potential benefits of inclusive marketing approaches. Age group distribution highlights that over half (52%) of the respondents are aged between 41 and 50 years, revealing that the textile outlets predominantly attract a middle-aged customer base.

With a substantial 20% of respondents aged 51 to 60 years, it is evident that strategies targeting older demographics are also crucial. The education levels of the respondents indicate that nearly half (48%) have an undergraduate education, while 39% have basic schooling. This suggests that a significant portion of the customer base is well-educated, potentially influencing their brand perceptions and purchasing decisions.

Therefore, marketing messages that emphasize product quality, value, and benefits are likely to resonate well with this group. The occupation data reflect a diverse employment status among the respondents, with the largest groups being those in private jobs (30%) and self-employed individuals (30%), followed by government job holders (20%). Understanding these occupational backgrounds helps in customizing brand messaging.

For instance, professionals in private jobs and self-employed individuals might prioritize quality and exclusivity, while government job holders may focus on reliability and value for money. Overall, the demographic profile suggests that textile outlets in Dindigul predominantly cater to a middle-aged, well-educated female customer base, with significant representation from the private job and self-employed sectors.

Brand positioning strategies should focus on delivering value, quality, and reliability, along with inclusive and age-appropriate marketing efforts to effectively resonate with the diverse customer base.

TABLE II (a) CHI-SQUARE ANALYSIS OF AGE GROUP AND GENDER ON CONSUMER BRAND
ATTACHMENT CASE PROCESSING SUMMARY

Cases	Valid	Missing	Total
Age * Gender	100	0	100
	100.0%	0.0%	100.0%

TABLE II (b) AGE AND GENDER CROSS TABULATION

Age Group	Gender	Total
	Male	Female
< 30 years	8	7
30-40 years	6	5
41-50 years	10	42
51-60 years	8	12
>60 years	0	2
Total	32	68

TABLE II (c) CHI-SQUARE TESTS

Test	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	23.250	8	0.005
Likelihood Ratio	24.417	8	0.003
Linear-by-Linear Association	4.147	1	0.042
Number of Valid Cases	100		

Note: 2 cells (13.3%) have expected counts less than 5. The minimum expected count is 1.2.

The chi-square analysis reveals a significant relationship between age group and gender with respect to their positive impact on consumer brand attachment. The Pearson Chi-Square value is 23.250 with a p-value of 0.005, indicating that the relationship is statistically significant at the 0.05 level. This suggests that both age and gender play a crucial role in influencing consumer brand attachment in the textile outlets of Dindigul.

Therefore, marketing strategies should consider these demographic factors to effectively target and engage consumers, enhancing brand loyalty and consumer perceptions. The data illustrate that brand positioning strategies significantly impact various aspects of consumer perceptions in textile outlets in Dindigul. For instance, 57% of respondents either strongly agree or agree that consistent brand positioning positively affects brand image, indicating a notable positive perception. Similarly, a substantial 80% believe that brand positioning strategies improve competitive advantage.

The influence of branding strategy on the decision-making process is also evident, with 86% of respondents expressing agreement or strong agreement. Furthermore, 86% of respondents affirm that the pricing strategy enhances brand trust. Overall, 85% of respondents agree that brand positioning strategies positively influence overall customer satisfaction. These insights underscore the critical role of well-implemented brand positioning strategies in shaping favorable consumer perceptions and achieving competitive differentiation.

IV. FINDINGS OF THE STUDY

The research on evaluating brand positioning strategies and consumer perceptions in textile outlets in Dindigul reveals several key insights.

The majority of respondents are female (68%), indicating a need for marketing strategies that focus significantly on female consumers. Additionally, the presence of 6% transgender respondents suggests potential benefits from inclusive marketing approaches. Over half of the respondents (52%) are aged between 41 and 50 years, with another significant portion (20%) aged 51 to 60 years, highlighting the importance of targeting middle-aged and older demographics.

Nearly half (48%) of the respondents have an undergraduate education, and 39% have basic schooling, indicating that a considerable portion of the customer base is well-educated. The largest groups among respondents are those in private jobs (30%) and self-employed individuals (30%), followed by government job holders (20%). This diversity in occupational status aids in customizing brand messaging.

TABLE III IMPACT OF BRAND POSITIONING STRATEGIES ON CONSUMER PERCEPTIONS IN TEXTILE OUTLETS OF DINDIGUL

Aspect of Brand Positioning	Level of Agreement	Number of Respondents	Percentage (%)
Consistent Brand Positioning Positively Affects the Brand Image	SA	8	8%
	A	49	49%
	N	35	35%
	DA	6	6%
	SDA	2	2%
Brand Positioning Strategy Improves Competitive Advantage	SA	17	17%
	A	63	63%
	N	17	17%
	DA	3	3%
	SDA	0	0%
Branding Strategy Influences Decision-Making Process	SA	41	41%
	A	45	45%
	N	13	13%
	DA	1	1%
	SDA	0	0%
Pricing Strategy and Enhancing Brand Trust	SA	17	17%
	A	69	69%
	N	14	14%
	DA	0	0%
	SDA	0	0%
Brand Positioning Strategy Influences Overall Customer Satisfaction	SA	12	12%
	A	73	73%
	N	14	14%
	DA	1	1%
	SDA	0	0%

SA (Strongly Agree), A (Agree), N (Neutral), DA (Disagree), SDA (Strongly Disagree)

The chi-square analysis reveals a significant relationship between age group and gender concerning their positive impact on consumer brand attachment. The Pearson chi-square value of 23.250 with a p-value of 0.005 indicates statistical significance, suggesting that age and gender are crucial factors in influencing consumer brand attachment in the textile outlets of Dindigul.

V. IMPACT OF BRAND POSITIONING STRATEGIES

1. *Brand Image:* Fifty-seven percent of respondents either strongly agree or agree that consistent brand positioning positively affects brand image.
2. *Competitive Advantage:* Eighty percent of respondents believe that brand positioning strategies improve competitive advantage.
3. *Decision-Making:* Eighty-six percent of respondents agree that branding strategy influences the decision-making process.
4. *Brand Trust:* Eighty-six percent of respondents affirm that the pricing strategy enhances brand trust.
5. *Overall Satisfaction:* Eighty-five percent of respondents agree that brand positioning strategies positively influence overall customer satisfaction.

Other perceptions revealed by the study indicate that 51% of respondents agree that quality defines the brand name. Additionally, 69% of respondents believe that efforts from the brand significantly contribute to consumer brand attachment, and the same percentage agrees that pricing tactics play a crucial role in influencing brand trust. Furthermore, 51% of respondents strongly agree that implementing the right positioning ideas can enhance brand loyalty. Lastly, 73% of respondents agree that consumer preferences are shaped by brand modernity.

VI. SUGGESTIONS

1. *Target Female Consumers:* Given that the majority of respondents are female, marketing strategies should focus on addressing the needs and preferences of female consumers.
2. *Inclusive Marketing:* Incorporate inclusive marketing

approaches to cater to the transgender community and enhance brand perception among all genders.

3. *Age-Specific Strategies:* Develop marketing strategies that specifically target middle-aged and older demographics, considering their significant presence among the customer base.

4. *Educated Consumers:* Emphasize product quality, value, and benefits in marketing messages to resonate with the well-educated customer base.

5. *Occupational Customization:* Tailor brand messaging to address the specific needs of private jobholders, self-employed individuals, and government jobholders, focusing on quality, exclusivity, reliability, and value for money.

6. *Brand Image and Loyalty:* Consistently position the brand to positively impact brand image and foster brand loyalty.

7. *Competitive Advantage:* Leverage brand positioning strategies to maintain and enhance competitive advantage.

8. *Decision-Making and Trust:* Highlight how the brand's strategies can influence consumer decision-making processes and enhance trust through transparent pricing tactics.

VII. CONCLUSION

The study underscores the critical role of well-implemented brand positioning strategies in shaping favorable consumer perceptions and achieving competitive differentiation in textile outlets in Dindigul. The significant relationship between demographic factors, such as age and gender, and consumer brand attachment highlights the necessity for targeted marketing approaches. By focusing on consistent brand positioning, competitive advantage, decision-making influence, and trust enhancement, textile outlets can effectively resonate with their diverse customer base. Overall, the research findings provide a comprehensive understanding of how brand positioning strategies impact consumer perceptions, offering valuable insights for developing effective marketing strategies.

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