

A STUDY ON BRANDS POSITIONONG OF NIPPO BATTERIES

Chapter-1 INTRODUCTION

Now a days the introduction of many electronic products in market facilitates the battery manufacturing companies to create the brand position in the market and it is the golden opportunity for them.

Brand is a source of relationship with customer's promises to customer loyalty great brands present emotional benefits and not just rational and functional benefits.

A brand is what a customer buys/hopes/exception/service.

Many companies come out of the policies and programmes, which facilitates for brand positioning in the market to position their brand in the minds of customers.

Brands are not merely symbols on a product. A brand is a signature on constantly renewed creative process.

Brand positioning is an important concept in the marketing strategy. A brand can be better positioned by adopting various methods. The brand

positioning play a vital role to have the considerable share in the market and it ensures the satisfaction of customer to a better extent.

Brand positioning is an important exercise in the frame work of branding gambit for a brand to succeed; it has to get into the mind space of ultimate consumers.

The brands have to position them based on its own identities at even using the promotional effects. Brand positioning statements is the one that describes the place that a brand should occupy in the minds of target customers.

The word “brand” is a comprehensive term to brand is to name the product or mark indelibly as proof of ownership it means a sign or symbol of quality. It is the best means of advertising a positioning (unique selling point) in the market.

Positioning Trout & Reis:

Creating the perception of a product/brand/company identity

Positioning is a marketing method for creating the perception of a product, brand, or company identity. Beginning in 1969 (the term was coined in a paper by Jack Trout: Positioning is a game people play in today’s me-too market place, Industrial Marketing, Vol.54, No.6, June 1969, pp.51-55) two young marketing guys, Jack Trout and Al Reis, wrote, spoke and disseminated to the advertising and PR world about a new concept in communications called positioning. There 1981 book on

Positioning: The Battle for your Mind became a bestseller. Until then, agencies had primarily been basing their media campaigns on internally conceived benefits of the client's product.

According Trout and Reis, *"Positioning is not what you do to a product. Positioning is what you do to the mind of the prospect. That is, you position (place) the product in the mind of the prospect"*.

Since that time in marketing, positioning is the technique in which marketers try to create an image or identity for a product, brand, or company in the perception of the target market. What matters is how potential buyers see the product. It is expressed relative to the position of competitors.

Typical positioning tools include graphical perception mapping, market surveys, and certain statistical techniques.

A successful positioning strategy is usually rooted in a company's sustainable competitive advantage. Positioning can be based on several things, including:

- Product features
- Benefits, needs, or solutions
- Use categories
- Usage occasions
- Pleading and comparing it relative to another product
- Product class differentiation.

Conceptually, three bases of positioning can be distinguished:

1. Functional positioning (solve problems, provide benefits to customers)
2. Symbolic positioning (self-image enhancement, ego identification, belongingness and social meaningfulness, affective fulfillment)
3. Experiential positioning (provide sensory stimulation, provide cognitive stimulation)

Typically, a product positioning process involves the following stages:

- Identify competing products
- Identify the attributes (also called dimensions) that define the product 'space'
- Collect information from a sample of customers about their perceptions of each product on the relevant attributes
- Determine each products share of mind
- Determine each products' current location in the product space
- Determine the target market's preferred combination of attributes (referred to as an ideal vector)

- Examine the fit between: the positions of competing products, the position of your product and the position of the ideal vector
- Select optimum position

BRAND POSITIONING:

Marketers need to position their brands clearly in target customers minds. They can position brands at any three levels. At the lowest level they can position the brand on product attributes thus the marketers of Dove Soap can talk about the products attributes of one-quarter clearing cream. However, attributes are the least desirable level for brand positioning. Competitors can easily copy attributes more important customers are not interested in attributes as such they are interested in what the attributes will do for them.

A brand can be better positioned by associating its name with a desirable benefit the strongest brands go beyond attribute at benefit positioning they are positioned on strong beliefs and values.

Strategies or Product Market Integration:

1. Product Positioning

Market segmentation strategy and market positioning strategy are the faces of a single coin of segmentation strategy that identifies the customers to be targeted. The positioning strategy is concerned with selecting the market mix that is most appropriate to each target market segment. A given market for a company largely determines its competitor's positions and decides on its positioning and repositioning. That is why, in the process of product planning, it becomes an important task to "position" the product to the right segment. It is because, all products do not appeal to all income groups, age groups, resident groups, time phases, alike. It is but natural that what is one's tea is another's poison. However once the product is designed to meet the consumer needs, the exact position or space where it is to be positioned is to be determined.

What is product positioning?

Product positioning is a creative exercise tried with every product. Positioning is not what you do to a product; positioning is what you do to the Mind of prospects. That is, it is the act of positioning the product in the mind of prospect. As put by Professor Philip Kotler, "Positioning is the art of designing the company's image and value offer so that the segment's customers understand and appreciate what the company stands for in relation to its competitors".

In the words Mr. James.I.Hesket 'Product positioning is a process of identifying the needs of market segments, product strength and weakness

and the extent to which competing products are perceived to meet the consumer needs”. It is an attempt to project different or refined or revised product image in the market than one that has been prevailing. It is the delicate task of relating a product that proves attractive to the consumers. For instance, a two-wheeler manufacturer might engineer the product to be safer, more accommodative, more fuel efficient than those of competitors.

Product Positioning Alternatives:

A company, which has to position or repositions its products, has at least four options which can be used to its individual advantage. These are;

1. BY MAKING ALTOGETHER DIFFERENT CLAIM OR USP:

The company might have made an advertising claim earlier, now it can change, it can be very much different from these made by competing firms. Thus “Glinda’s product COMPLAN might have been introduced as a complete plan food.” Now it can be introduced as triple action food drink freshness in the morning energy during the day and sound sleep during night/ it can be an effective positioning option as it is different from earlier one and than those of competitors.

2. HIGHLIGHTING THE NEW PRODUCT FEATURES:

The companies can pin-point the unique product features not highlighted by the company or the competition firms so far. The stag brand sun and rain Umbrellas of Ebraham kurrin and sons of Bombay are famous in India and other neighboring countries. The

company has come out with folding umbrellas that look almost like a pocket torch. Again, head grip umbrellas are introduced so that users can better use their free hands.

3. ENTERING IN NEW MARKET SEGMENT:

The company may promote a product in market segment, which was untouched so far by it, its competitors. For example, Saffola cooking medium is the finest example of this kind which is designed for upper middle class and rich class for those people who have high levels of cholesterol in the blood and that “Saffola” is free from ‘Saturated fats’ that reduces such high level cholesterol.

4. BY INTRODUCING A NEW PACKAGE DESIGN:

It is possible to equalize the product price and quality by competitors through homogeneity. Such an attempt leads to oligopolistic type of competition. Therefore, price cut is an effort to increase sales in one followed by the competitors. However, new package of a product can be used in effort to extend the product life cycle. Updating may help to give the pack a more contemporary image. New package features are perhaps, more important than product innovation itself, as it is an integral part of market strategy.

CHAPTER 2

RESEARCH DESIGN

Research design used:

The research design used is explorative research method. This study helps to gain a specific knowledge about the durability of Nippo batteries.

Data collection method:

The data has been collected from both primary and secondary sources.

The methods through which the data is collected are

Collection of primary data:

The primary data is collected through structured questionnaire.

For the purpose of collecting information from consumers through questionnaire, the consumers are divided into 4 groups v; z

- a) Students – youths between the age group of 15-25 years.
- b) Business men
- c) Employees
- d) Others

The primary data is also collected through personal interviews with students, businessman, employees and others.

Collection of Secondary Data:

Secondary data is collected from the following,

- a) News papers
- b) Magazines
- c) Text books
- d) Internet
- e) Annual reports the company
- f) Journals

Research measuring tools and Techniques:

The primary tool for the data collection used in this study is the respondents response to the questionnaire given to them and the responses of various types of consumers are collected.

The various research-measuring tools used are:

- a) Questionnaire
- b) Personal interview
- c) Tables
- d) Percentages
- e) Pie-charts
- f) Bar-charts

Project plan:

This project consists of five chapters:

- Chapter one covers introduction.
- Chapter two covers the Research design.
- Chapter three covers the profile of the company.
- Chapter four covers the analysis and interpretation based on the primary data and the secondary data.
- Chapter five covers the findings, suggestions and conclusions.

Statement of the problem

To study and analyze the Brand positioning of batteries with special reference to Nippo batteries Ltd;

Objectives of the study:

1. To understand the policies which are formulated to provide quality product and analyze the factors which influence the company's decision.
2. To have the knowledge about brand positioning of Nippo batteries.
3. To know the satisfaction level of customers.
4. To know the impact of competitors towards Nippo batteries.

5. To know the preferred opinion leaders for different age groups for batteries.
6. To know the effectiveness of advertisement through different Medias in the battery marketing.

Scope of the study:

1. The study ensures the brand positioning of the Nippo batteries.
2. The study points the difference between Nippo batteries and other competitors.
3. The study provides detailed information about the Nippo batteries.
4. The study provides an opportunity to know few financial aspect of the Nippo batteries.
5. The study will help of the company to take any decision regarding upbeat of brand positioning of batteries.
6. This study also useful to know the policies adopted by Nippo batteries then the other.

IMPORTANCE OF THE STUDY

It is one of the vital concepts in the project that is to come to know “Importance of study”. The study about the Nippo batteries facilitates functions and goals of the organization and marketing activities, contribution towards customers by providing qualitative product. Which inturn depicts the image of the company. The important concept of the study to point the difference between the brand positioning of “Nippo batteries” with the other batteries.

Limitations of the Study:

The respondents are not aware of jargons used in questionnaire;

1. The project work was conducted only for the period of few days.
2. Some of the respondents were not fully co-operative and some of them felt annoyed to give an interview.
3. The study is limited to small geographical area that is Tumkur.
4. The study is not clear will aware of the limitation of interview methods due to some constrain and other supporting factors time in a constrain.
5. Despite all possible effects to make analyzing more compressive scientific study of the present kind is bound to have certain limitation.

The present study is empirical presented in description manner.

CHAPTER 3

COMPANY PROFILE

The development and growth of battery industry in India:

The battery industry progress is closely related to the development of technology and manufacturing of many electronic goods like electronic toys, tape records, shaving machines, cameras etc., though the many companies are come into picture which are manufacturing of batteries in India but it does not full fill the requirements of customers in India.

The batteries market on general is looking up use batteries for our TV remote controls, cameras, radio transistors, tape recorders, flashlights, almost every things runs on battery there days one of the oldest form of batteries used in home is the dry cell variety. Nippo, Eveready are brand names that have become synonymous with batteries.

Vital statistics of Nippo batteries:

Company name	:	Nippopo Batteries Ltd.,
Year of acquisition	:	July 1972
Corporate offices	:	Chennai India
Product/service	:	Maganese batteries, flash lights
Office	:	All over India and Japan
Mission statement	:	Long life
Plants	:	All over India and Japan

Profile of the Nippo batteries Co. Ltd.,:

Nippo batteries Co., Ltd., formally known as Indo National Ltd., with its corporate office at Chennai.

It is first an Indian dry batteries Co., to have been certified with ISO 9001 and ISO 14001 international standards & has the ISI mark of quality on all its batteries. It is a strong distribution network of 33 offices spanning the country Nippo batteries multi homes through 35 distributors over 2800 stockists 900 vans in 500 autos covering over 5 lakh retail outlets. Nippo is the second largest dry battery player in India with 31% market share has covered the total planning management, total quality management activities.

Corporate overview:

Nippo batteries Co., Ltd., is the second dry cell battery manufacturer in India was incorporated in July 1972 as a joint venture with Matsushita Electrical Industries Co., Ltd of Japan with the goal of bringing the world's best Battery technology to India.

A lot of Nippo batteries are to the credit like the tamper proof top seal, zinc chloride technology in AA batteries, introduction of twin piece manganese battery in shrink pack a Nippo premium gold at first in India up of rating it further to mercury free status another first in India Nippo also offers a range of torch light from its stable.

With factories at Nellore and trade both in Andhra Pradesh. Nippo caters to the soft energy nourishments of the country.

The company has walked away with the management excellency award silver and gold MTI Japan.

Nippo celebrated its 25th anniversary in 1998 and continues its tradition a providing world class products to the customers.

Brand building has been a part of the advertising exercise over the last few years and the leading celebrities like Rahul Dravid and Govinda has been encouraged to company for Nippo across the country beside using the electronic media.

A lot of out door activities thorough hoardings, wall paintings, and mobile media like banners have been utilized extensively for Nippo batteries.

Board of Directors

Chairman	: Justice Mr. S .Natarajan
M.D	: Mr. P. Obul Reddy
Joint Managing Director	: Mr. S. Soemastu
Joint Managing Director	: Mr. S. Julenajka
Whole time Director	: Mr. Mosakishiga
Director	: Mr. M. Sato
Director	: Mr. Y. Yokore
Director	: Mr. V.R Gupte
Director	: Dr. Deve Surendra

Collaborations:

Nippo sources the latest Technology from their partners, Matsushita electrical industrial co., ltd., Japan (MEI) the consumer electronics giant behind world famous brands like National Panasonic techniques and quasar their principles subsidiary Matsushita battery industrial Co., Ltd., (MBI) manufacture a variety of high performance products from solar cells to tiny lithium powered pin types for application as varied as mobile communication portable AV equipments products that have found a place in the life's of million among the world.

Business Philosophy

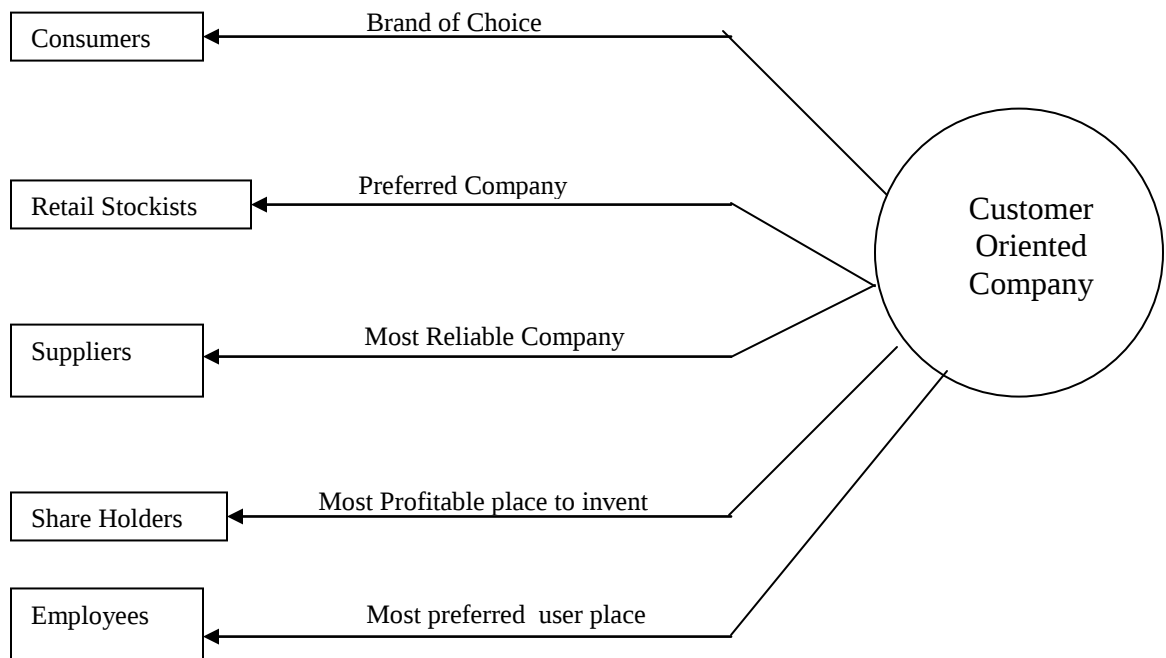
Basic management objective:

Recognition and responsibilities are industrialists we will devote ourselves to the progress and development of society and the well being of people through our business activities, their by enhancing the quality of life through out the world.

***Seven principles of Nippo Batteries Co., Ltd., (formally known as
Indo National Ltd.,)***

1. Contribution to society
2. Fairness and honesty
3. Corporation and team Spirit
4. Effect for improvement
5. Curtsy and humility
6. Adoptability
7. Gratitude

Nippo's Dream



Product Catalogue

The following are the various products of Nippo batteries Co., Ltd.,

1. Nippo Gold
2. Nippo Hyper
3. Nippo super
4. Nippo Special
5. Nippo super special
6. Nippo mega super
7. Nippo “AA” Batteries
8. Nippo leak proof Batteries
9. Nippo Shakti
10. Nippo heavy duty

Detailed information about product and their features.

(Grade I)

1. Service life standing for Nippo batteries (um/u Heavy duty) under standard test conditions the Nippo hyper comes enclosed in a metal closed outer jacket, with leak proof guarantee up 10,obccv it is best suited for flash lights, transistors and cassette recorders the Nippo hyper has a self life of 18 months.

Battery type	Test type	Test schedule	Duration	Equipment
UM IUS	2.25()	30 day	320 hrs	Toys
Nippo Heavy duty	15()	24 day	250 hrs	Tape recorders

Packing Specification:

Stock keeping unit of 300 pieces contains 15 boxes

1 box = 20 pieces

3D Gold in c/b units –800 pieces (8 boxes of 100 units)

2. Um/p Nippo special:

This Nippo battery has a efficient outer jacket of manganese paper it is recommended for flashlights, transistors, cassette recorders, it has self life of 12 months.

Battery type	Test type	Test schedule	Duration	Equipment
Um/p Nippo special	5()	30 hrs/day	900 hrs	Flashlights
Nippo Gold	40 ()	4hrs/day	150 hrs	Transistors
Nippo heavy duty	15 ()	24 hrs/day	250 hrs	Tape recorders

Packing specification:

Stock keeping unit of 300 pieces contains 12 boxes

1 box = 25 pieces

12 box = 300 pieces

Grade II

3. UM 2U Nippo hyper: Service life standing for Nippo batteries standard test conditions. The Nippo hyper comes enclosed in a metal jacket with a leak proof guarantee up to 0.6 ccv. It is best suitable for transistors and other electronic goods.

Battery Type	Test type	Test schedule	Duration	Equipment
Um 2U Nippo hyper	75()	4 hrs/day	160 hrs	Transistors
Nippo heavy duty	15 ()	24hrs/day	250 hrs	Tape recorders
Nippo special	5 ()	3 hrs/day	900 hrs	Flash lights

Packing specification

Stock keeping unit of 300 pieces contains 15 boxes

1 box = 20 pieces

Grade III

4. UM 3D Gold :

This Nippo batteries corporate state of the art technology for high performance. It is best suited for heavy duty applications like camera, toys TV Remote, Walkman, heavy duty flash lights and cassette players. The Nippo Gold has self life of 24 months, it comes under grade 3AA batteries

Battery Type	Test type	Test schedule	Duration	Equipment
Nippo 3D gold	1()	15 sec/day 1hr	100 hrs	Photo flash
UM2 U Nippo hyper	75 ()	4hrs/day	160 hrs	Transistors
Nippo special	5 ()	30 hrs/day	900 hrs	Flashlights

Packing Specification:

Stock keeping unit of 800 pieces contains 8 boxes,

1box = 100 pieces /10 strips, 1stip = 10 pieces

5. AA Batteries (Grade III) :

Use offer a slide range of AA Batteries for long time use offer batteries for valid purpose whether it is for house hold that consists of “D” size “C” size “AA”, “AAA” and other batteries for multi purpose.

6. Dry cell batteries:

Use offer a slide range of dry cell batteries that are known for their performance for long time use offer dry cell battery for valied purpose it is for house hold and commercial purposes.

Financial information of Nippo Batteries:

Nippo Batteries Co., Ltd., has an excellent finance management and is today a debit free company which means it risk fully through internal accruals have a look finance.

Nippo Batteries Co., Ltd.,:

Sl no	Particulars	Quarter on		Six months ended on		Year ended on March 31, 2005 (Audited)
		Sep 30, 2005	Sep 30, 2004	Sep 30, 2005	Sep 30, 2004	
1	Net Sales Income from Operators	8574	8230	16625	15630	29757
2	Other Income	136	124	282	256	534
3	Total Expenditure Raw Materials Consumption and Cost of traded Goods	4727	4471	9366	8203	16385
	(Increase) Decrease in Stock	277	(50)	199	212	(78)
	Staff cost	346	335	692	667	1294
	Exise Duty	1345	1369	2699	2523	4898
	Officer Expenditure	1298	1414	2543	2768	5186
4	Depreciation	192	179	381	351	745
5	Profit Before Extraordinary Expenditure	525	636	1027	1162	1861
6	Extraordinary Exp – Royalty for Earlier Year	-	-	-	-	360
7	Profit Before Tax	525	636	1027	1162	1501
8	Provision for Taxation (net)	145	243	275	368	450
9	Net profit	380	393	752	794	1051
10	Paid up Equity Share Capital (face value Rs.10/-)	375	375	375	375	375
11	Reserve Excluding Revaluation Reserves	-	-	-	-	10692
12	Basic and Diluted EPS(Rs)	10.13	10.48	20.05	21.17	28.04
13	Agregator of non-promoter share holding no of Shares	585010	585010	585010	585010	585010
14	% of Share holding	15.60	15.60	15.60	15.60	15.60

THEORITICAL BACK GROUND

Brand:

The word “Brand” owes its origin to the Norwegian word “Brands” which means to burn, farmers used to put some identification mark on the body of the livestock to distinguish their possession. Products are what companies make but customers buy the brands therefore markets restored to branding in order to distinguish their offerings from similar products and services provided by their competitors. Additionally, it carries that the quality of a purchase will be similar to earlier purchase of the same brand.

Building strong brands:

Branding poses challenging decisions to the marketer the major brand strategy decisions involve brand positioning, brand name selecting brand sponsorship and brand development.

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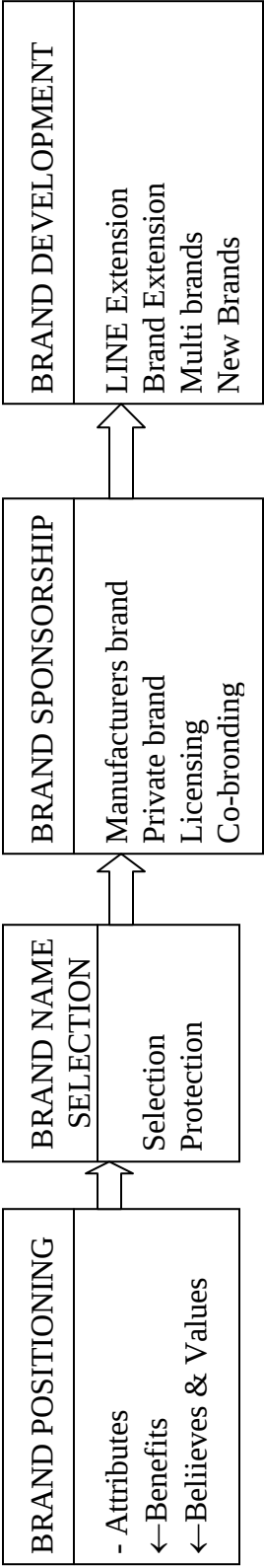
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Major Brand Strategy Decisions



Compare with positioning:

Marketing Mix/ Extended Marketing Mix (7-Ps)/Ansoff/ Porter Competitive Advantage / BCG Matrix/ Product Life Cycle/GE Matrix/ Innovation Adoption Curve/ Profit Pools/ Four Trajectories of Industry change.

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DETERMINING OF SUCESSFUL PROCUT POSITIONING

The marketing firm that wants to achieve a thundering success with its products positioning strategy, should fulfill the following conditions.

1. Design Creative Product Position:

Product proposition means the offer of benefits accruing from the use of the product. In other words, it concerns itself with outstanding product features. The proposition to be perceived by the consumers is one that is desired by the firm proposing. The perceived by the consumers is one that is desired by the firm proposing. The results of position are increased satisfaction to the users and profits to the sellers through increased sales. The product proposal is bound to be impression and appealing than those of competitors if novelty is shown via creativity.

2. Existence Of Warranted Competition:

The positioning strategy is likely to be victorious in case there is competition warranting product positioning. Positioning is a strategy. Strategy is a counter plan to meet the challenges of opponents in the field or any odd situation that has cropped up. Product positioning or repositioning is always done in response to the product positioning or repositioning is always done by competitors. So long as competitors are not coming in your way, you need not worry. In case they challenge your stand or position, hen repositioning is a must as the only way out to survive & succeed.

3. Sizeable & Profitable Market Segment:

Market segments must be large enough to make it profitable for a manufacturer or marketer to concentrate his resources on such as market. For example, it possible to identify people who are likely to spend most of their working hours in shopping & thinking about the ways they can save money. Though it is possible that such people exist in our community, it would be doubtful that their number is worth trying to reach them. Even if such neurotically price conscious people are existing in large number, there is one problem with them. That is, how to identify them? These are odd-men not fitting with other characteristics. In effect, therefore, a market segment must contain enough people to make a profitable market & must be identifiable in order to implement such strategy.

4. Sensitive market segment:

A sensitive market segment is one that receives the communication message transmitted by the company & reacts to it. That is, a segment should make differential response to the marketing efforts put in by the company. That is, the efficient marketer is aiming at equal marginal response from the unit of the marketing effort applied in each market. The communications designed specially for a segment must be understood; the company wants to consumers to understand or perceive

5. *Adequate consumer behavior information:*

Product positioning presupposes the availability of adequate, detailed & up-to-date information regarding the consumers, especially their behavior. Basically product positioning is one of the alternatives for matching the consumer self-image with the company product image. It is a matter of collecting, analyzing & inspecting the consumer behavior. The specific aspects of consumer behavior can be- what they buy? Why they buy? Who does buying? How they buy? Where they buy? When they buy? In brief, it is the study of his decision to buy & how the company can convince him of the company product in meeting the consumer needs.

The Steps in Product positioning:

The task of product positioning consists of three basic steps as coined by professor Philip Kotler, namely,

1. Identifying potential competitive advantages
2. Choosing the right one
3. Signaling the competitive advantage. Following is the brief outline of these steps:

1. *Identifying Potential Competitive Advantages:*

The first step is to identify a set of possible advantages to exploit. A company differentiates itself from its competitors by consolidating competitive advantages. A competitive advantage is the value that a firm is able to create that exceeds the costs of creating it. In other words value is what consumer is willing to pay for. This steps from offering products at lower prices than the competitors for same

quality or same package of benefits or providing unique benefits much more than the price paid. There are two basic types of competitive advantage namely, cost leadership and product differentiation.

2. Choosing The Competitive Advantages:

The next step is to choose the right one or ones among those available., a company may have several competitive advantages for a given product. Some of these can be kept away as not compatible with the company cost structure or company profile. Here, the company compares the company standings on such competitive advantages vis-à-vis the competitor. Let us take that both the firms are compared on four advantages like technology, cost quality and service. As per analysis, in technology- both may be equal; in cost competitors is better off; in quality firm may be better off than the competitors; in service the company may be better off. This indicates that the firm should harp on cost as in other areas it has advantage. The company can have good positioning if it speaks of service, quality, technology and cost- the soft corner.

3. Signaling The Competitive Advantage:

The last phase is that the company is to signal effectively to the market the firm's positioning concept, the company should take specific steps to build and advertise the competitive advantage it has; it should not be taken for granted that it percolates automatically in the market. If the company is harping on cost, it should say that it is the cost leader.

Errors in Product Positioning:

Positioning the company or the product warrants concrete action. The success is the outcome of deeds and words by manifesting its market position. A wise company avoids three major positioning errors. These are;

1) Error Of Under Positioning:

This error occurs when the company discovers that the buyers have vague idea of what the company really stands for. They look at it as just another company.

2) Error Of Over Positioning:

The buyers perceive the company too narrowly. Thus a buyer might have an impression that say India glass company make fine glass in the range of Rs.5,000 and up a ton though it has been making fine glass starting from say Rs.5,000 a ton

3) Error Of Confused Positioning:

Here, the consumers are totally confused image of the company. If you ask Maruti car buyers, some say it is well engineered and some say it is very poorly engineered; it is good for long run- some it bad for long run some say it is safer while others say most unsafe can and so on.

Detailed information about Branding:

Product branding:

Each firm wants to identify the product through brand names the firm differentiate its products from those of competitors by means of branding products are made popular through brand names. Branding is a major issue in product strategy.

Meaning of brand:

Brand is a name, term, symbol, mark or design or combination of them which is intended to identify goods or services of one seller or group of sellers and to differentiate them from those of competitors ex: “Nippo”

It provides a device of the identification of the product of a firm. It also enables the consumer to distinguish the product of one from other rival product.

Brand Name:

It consists of words, letters and or numbers which may be pronounced it is a combination of words used to identify a product and to differentiate it from other products.

Brand Mark:

It is the part of the brand which appears in the form of a symbol, design at distinctive colouring or lettering it could be recognized only by sight, but may not be pronounceable like (R) for “Reliance”, (T) for TATA.

Branding:

Branding means giving a name to the product by which it should become known and familiar among the public. It is the process by which a product is branded. In other words, it is the practice of giving a specified name to a product or group of products of one seller.

Trade Mark:

Trademark is a legal term when a brand name or a brand mark is registered and legalized it becomes a Trademark thus registered brands are Trademarks. In that sense all Trademarks are brands but all brands need not be Trademarks. It protects the manufacturers right to use the brand name and /or brand mark.

Reasons for Branding:

Brands are most powerful instruments of sales promotion due to following reasons;

1. It is an instrument of sales promotion in the market where severe cutthroat competition prevailed.
2. It makes the product attractive and popular
3. It creates demand and increases sales ex: brands such as Nippo, Vim, Lifebuoy, Sunlight, Lux and Colgate have great pulling popular.
4. It differentiates the goods of a producer from the goods of competitors.
5. It ensures uniformity of quality and satisfaction to buyers.

Objectives or functions of branding:

The objectives or functions of branding are summarized as follows;

1. It helps in product identification consumers can recognize it easily.
2. It is the best device of product differentiates consumers can distinguish it from other rival products.
3. It indirectly denotes the quality or standard of a product.
4. It helps in advertising and packaging
5. It helps to create and maintain brand loyalty to particular products.

Essential of Good brand:

In selecting the brand name or design the following points may be considered.

1. The word selected for branding must be simple and easy pronounce.
2. It should be short and easy to remember
3. It should be attractive to the eyes and pleasing to ears.
4. The trade name must provide necessary suggestions about the products benefits.
5. The name should be appropriate for the product
6. It should suggest some product quality
7. It should be clearly distinguished or distinctive.

Type of Brands:

1. Individual Brand:

Each product has a special brand name such as Rani pal, Surf, Chelpark Ink etc.,

2. Family brand:

Family name is limited to one line of products ex: Amul for Milk products, Nippo for batteries, Ponds for cosmetics.

3. Company brand:

This is also called umbrella brand. All products of one company will be given one name or symbol.

4. Combination device:

Each product has on Individual name but it also has the umbrella brand to indicate the firm producing them.

5. Private or Middlemen's brand:

The producer produces the product and uses the distributors brand.

Kind of brand Name:

1. Coined Name:

Importance is given to the products identity for ex: Vimal alone is meaning less unless attached to suiting.

2. Descriptive name:

It is a name that describes fully the product.

2. Suggestive name:

It is a name, which suggests some thing about the product or its function. Ex: - “Band Aid sticking plaster”

3. Arbitrary name:

It is a name which neither relates to the product nor to the producer.

Advantages of Branding:

Branding plays a crucial role to create on identification of the product. It is an important part of the product related activities. It offers a number of advantages to manufactures consumers, distributors etc.,

A. Advantages to manufactures

1. It helps in maintaining individuality for the product and this enables the manufactures to distinguish his product from the similar products in the market.
2. It enables producers to popularize the product easily.
3. It creates good will for the product
4. Manufactures can directly control the prices of articles.

B. Advantages to consumer

1. It ensures supply of Quality Products
2. It helps in preventing adulteration of goods by middlemen
3. Consumers can get products of uniform standard and design
4. It enables the consumer to make easy buying.
5. Branded goods are usually sold in sealed packages and this gives protection to the goods from heat, moisture, dust etc.

Advantages to distributors:

1. It reduces the selling efforts
2. It helps in advertising and sales promotion programmes.
3. There is stability in the prices of branded products, this reduces risk in business
4. This reduces cost of distribution
5. It helps to find out easily quick moving products

Limitation of Branding:

Branding suffers from following limitation

1. It is costly
2. It is not easy to build up brand reputation and loyalty.
3. Brand names do not always assume good quality.
4. It leads to some kind of monopoly as “brand monopoly”
5. Consumers may get confused while selecting a particular product out of numerous brands in the market place.

Chapter-4

ANALYSIS AND INTERPRETATION

TABLE-1 :

Information regarding the occupation of the Respondents.

Particular of occupation	No., of Respondents	Percentage(%)
Students	26	26%
Business	34	34%
Employees	22	22%
Others	18	18%
Total	100	100%

1. **Analysis :** It is observed from the above table indicates that the respondents are grouped in 4 categories

- i) 26% of customers are students
- ii) 34% of customers are business
- iii) 22% of customers are employees
- iv) 18% of customers are other (other than above three)

2. **Interpretation:** From the above information it can conclude the people from different occupation uses batteries for different uses.

Graph-1:

Information regarding the occupation of the Respondents.

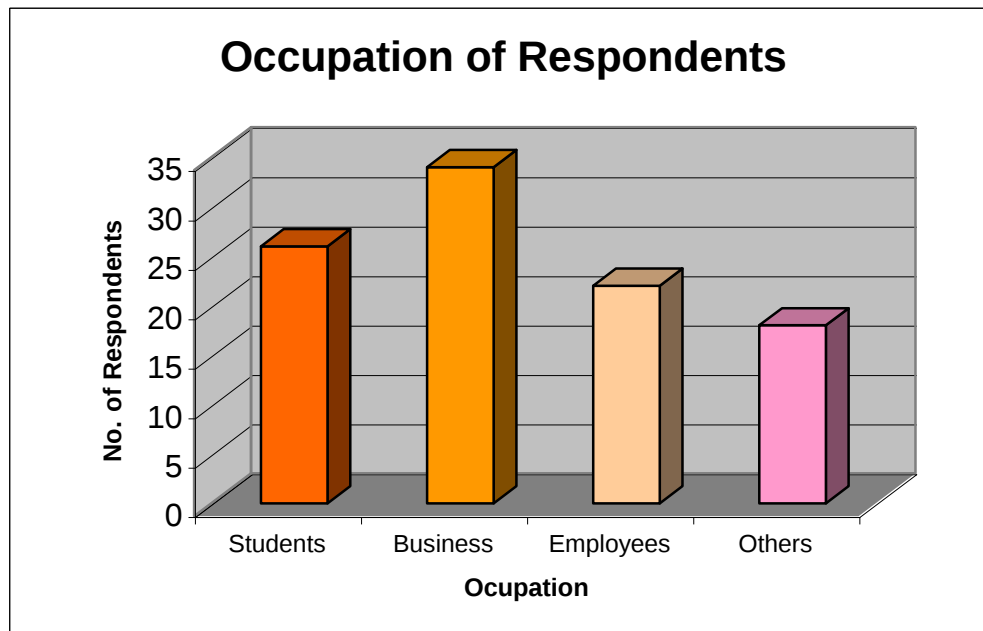


Table –2:

Information regarding the type of electronic goods owned.

Particular of electronic goods	No., of Respondents	Percentage(%)
Remote controllers	45	45%
Transistors	25	25%
Toys	10	10%
Shaving machines	20	20%
Total	100	100%

1. Analysis:

It is observed that from the table the electronic goods are catagarised in 4 main categories that is Remote controllers, transistors, toys, shaving machines.

2. Interpretation:

From the above table that remote controllers are more used compare to other this shows that Tumkur town is mainly dominated by remote controllers of used for TVs many electronic goods 45% of respondents a remote controllers compose to that of 25% Transistors respondent and 10% and 20% respondents have toys and shaving machines respectively.

Graph –2:

Information regarding the type of electronic goods owned.

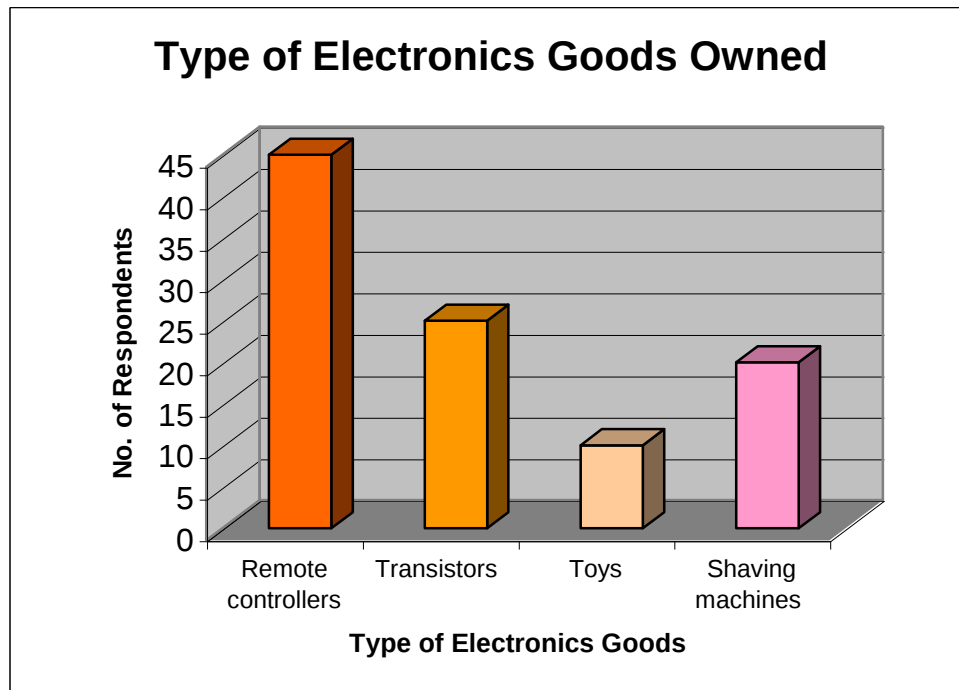


Table – 3:

Information regarding the respondent's consultation before purchasing a battery or Nippo battery

Particular of consultants	No., of Respondents	Percentage(%)
Friends	28	28%
Retailers	32	32%
Electronic goods service	25	25%
Others	15	15%
Total	100	100%

1. Analysis :

From the above information it is clear that clearly 52% of the customers are influenced by retailers, 28% by friends, 25% by electronic goods service men and 15% by others.

2. Interpretation:

Most of the “Nippo battery” users look for retailers to extract information thus decision and give then advice to pay the batteries and also many of the customers asks friends before purchasing battery and these servicemen of electronic goods before buying the battery. This shows the buying decision making process of the Nippo battery users.

Graph-3:

Information regarding the respondent's consultation before purchasing a battery or Nippo battery

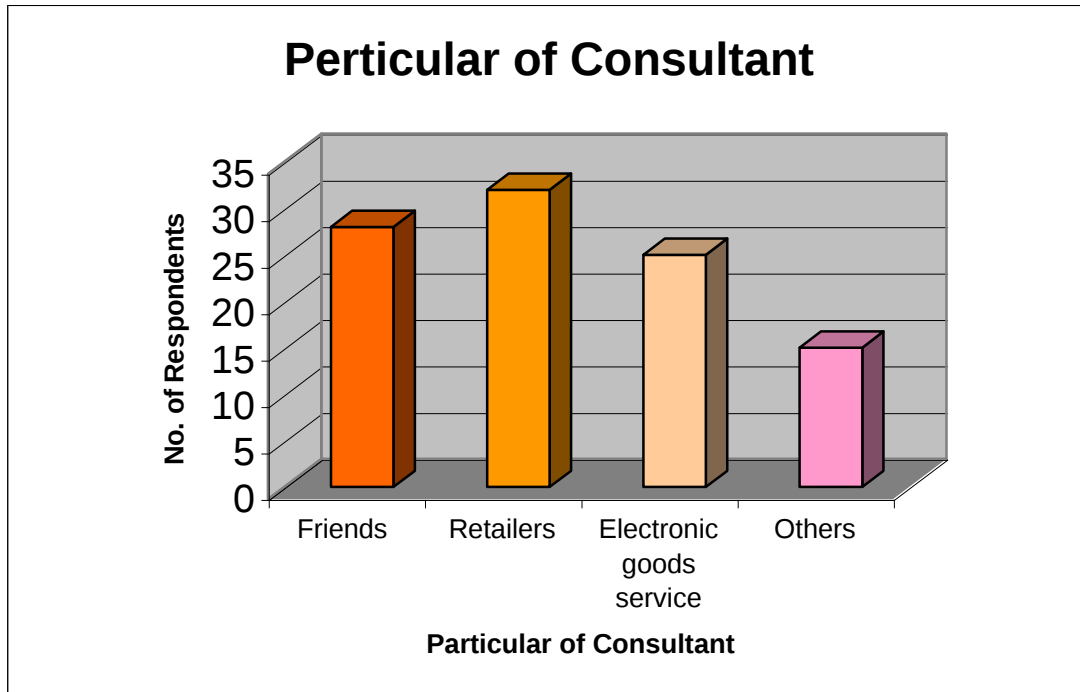


Table – 4:

Information regarding where the customers buy Nippo battery.

Particular of place of purchasing	No., of customers	Percentage(%)
Retailers	60	60%
Dealers	20	20%
No specific	10	10%
Others	10	10%
Total	100	100%

1. Analysis:

From the above information it is clearly analyzed that most (60%) of customers buys the batteries from retailers, 20% customers from delaers, 10% of customers from other thus place of purchase.

2. Interpretation:

From the above table it is clearly seen that retailers dominate the market. Most of the customers look for them for purchasing batteries. The dealers are also not for behind they also attract many customers and also here we can see that many customers are not specific about where to buy the batteries they many purchase from retailers @ dealers @ others.

Graph – 4:

Information regarding where the customers buy Nippo battery.

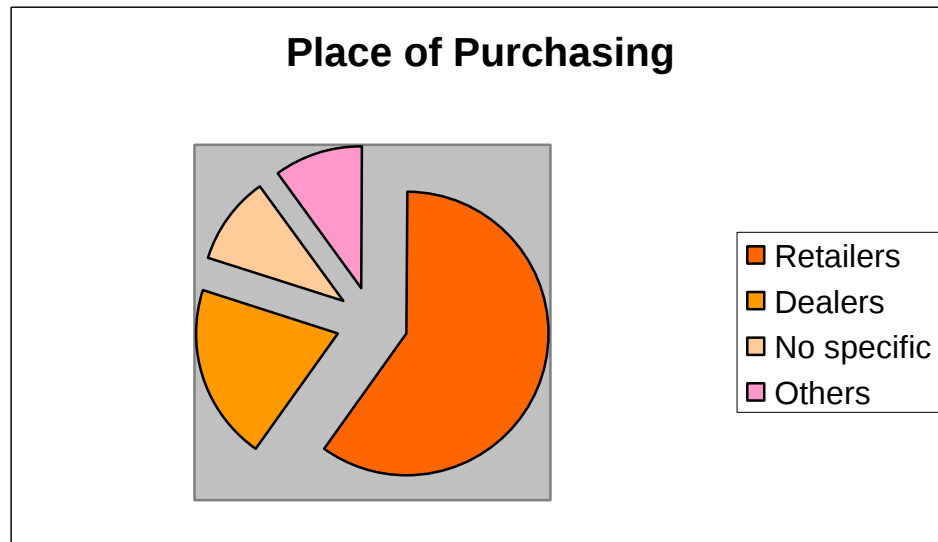


Table – 5:

Information to see that the Nippo batteries are economical compare to other batteries.

Particular of response	No., of Respondents	Percentage (%)
Yes	100	100%
No	0	0%
Total	100	100%

1. Analysis:

From the above table use can see that 100% of customers are using Nippo batteries by giving their comment that they found the Nippo batteries is economical

2. Interpretation:

From the above information we can come to know that 100% of customers say yes they are profitable after using Nippo batteries by these information Nippo batteries are serving the customers to their best. It shows that “Nippo batteries” are more economical than any other batteries.

Graph – 5:

Information to see that the Nippo batteries are economical compare to other batteries.

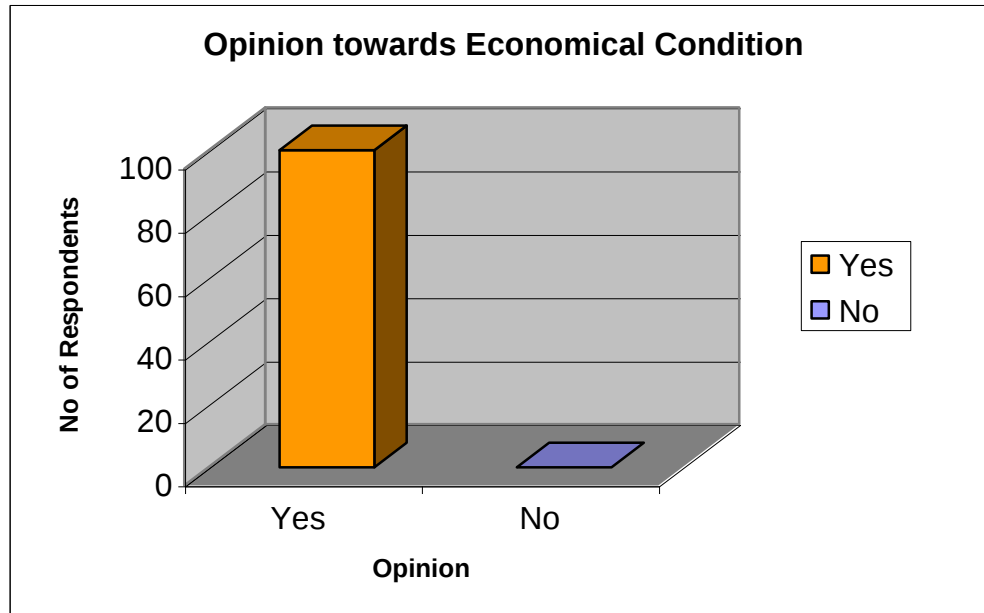


Table-6:

Information regarding the first source of information of Nippo batteries.

Particular	No., of respondents	Percentage (%)
Print media	20	20%
Visual media	35	35%
Hoardings	10	10%
Word of mouth	25	25%
Others	10	10%
Total	100	100%

1. Analysis:

From the above information it is consider that

- i. 35% information is gained by visual media
- ii. 25% information is gained by word of mouth
- iii. 20% information is gained by print media
- iv. 10% information is gained by hoardings and others

2. Interpretation:

Here the visual media is dominated by 35% followed by word of mouth, 25% print media. 20% by hoardings beside these sources other source play almost in attracting the customers therefore visual print media must be used still on major basis.

Graph-6:

Information regarding the first source of information of Nippo batteries.

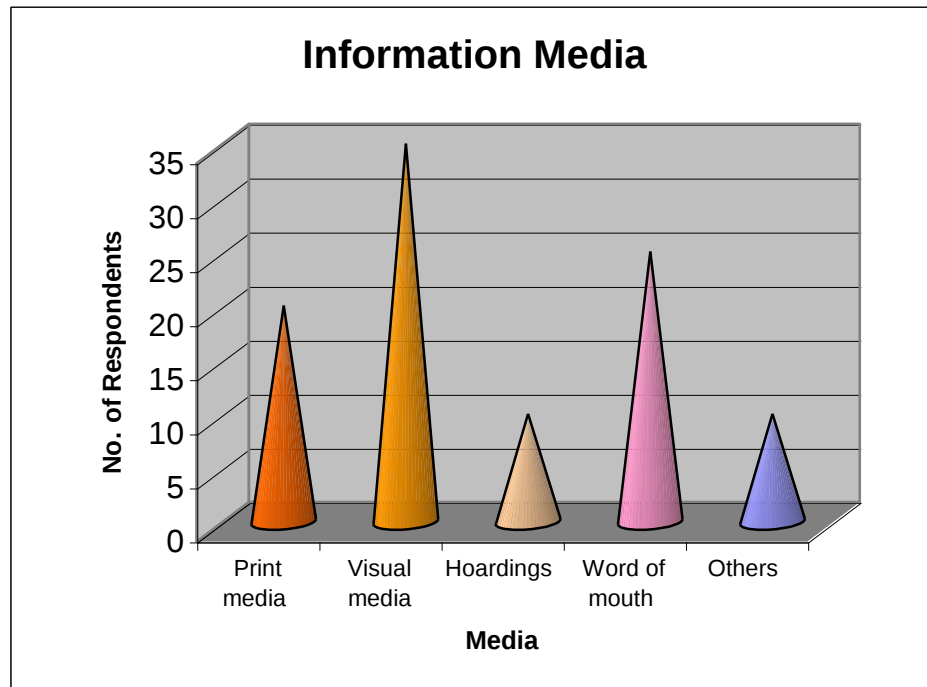


Table-7:

Information regarding sale promotion expected by customers.

Particular	No., of respondents	Percentage (%)
Discounts	40	40%
Gifts	30	30%
Packages	20	20%
Others	10	10%
Total	100	100%

1. Analysis:

From the above table and information see that

40% expects discounts

30% expects gifts

20% expects packages

10% expects others

2. Interpretation:

Here see that 40% of people more than 30% of people expects discounts here observe that all the 100 respondents earlier said Nippo batteries are economical and still people wants discounts and the remaining 30%, 20% and 10% of people wants gifts, packages and other items of caps, T-shirts, packages refer to tour packages to tourist spots.

Graph -7:

Information regarding sale promotion expected by customers.

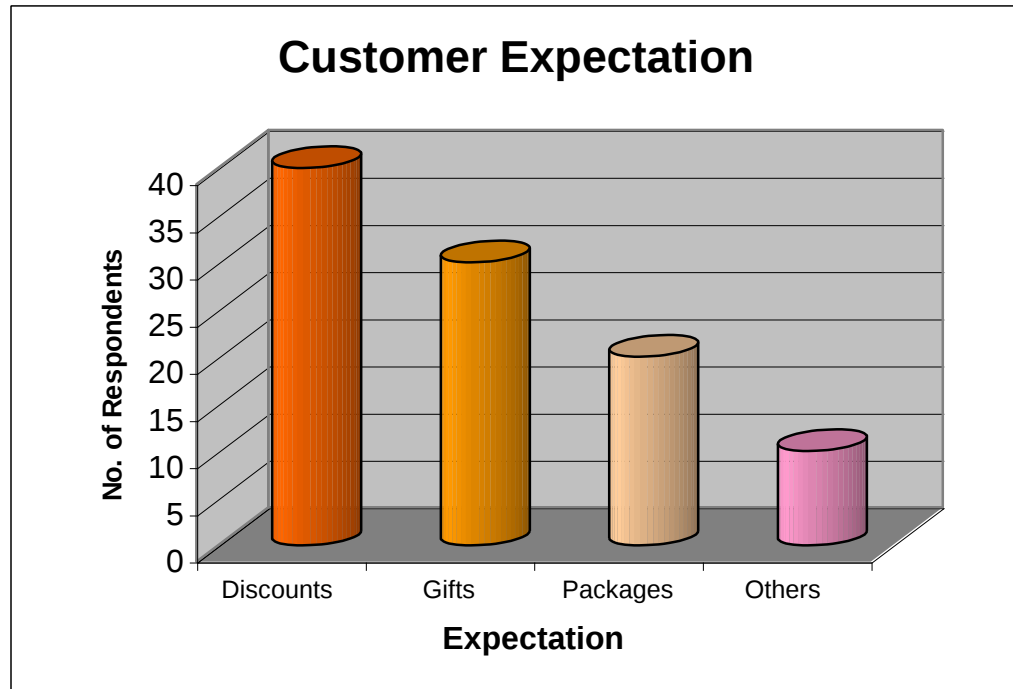


Table-8:

Information regarding improvement to be incorporated in Nippo batteries.

Particular	No., of respondents	Percentage (%)
Quality	26	26%
Reduce	44	44%
Durability	10	10%
Packaging	20	20%
Total	100	100%

1. Analysis:

From the above information are can analyse that

- a. 26% of customers wants quality to be improved
- b. 44% of customers wants price to be reduces
- c. 10% of customers wants durability should be improved
- d. 10% of customers want packaging to be improved.

2. Interpretation:

From the above information can clearly see that there is a combine response regarding the price of the batteries 44% of people wants the price to be shell reduced though they think that the batteries are economical and 26% of people want the quality of the battery should be improved and 10% of people think 10% of durability packaging should be improved.

Chart-8:

Information regarding improvement to be incorporated in Nippo batteries.



Table – 9 :

Information regarding the customers expectations regarding the durability of Nippo batteries.

Particular	No., of respondents	Percentage (%)
0-2 months	10	10%
0-4 months	15	15%
0-6 months	25	25%
0-8 months	20	20%
0-12 months	30	30%
Total	100	100%

1. Analysis:

Customers responses show that;

10% expects 0-2 months

15% expects 0-4 months

25% expects 0-6 months

20% expects 0-8 months

30% expects 0-12 months

2. Interpretation:

As the durability of batteries depends upon the usage with the electronic goods like toys, tape records, as the usage the durability is quite less and Nippo batteries are manufacturing the batteries which suit the nature of electronic goods and they want to develop some advanced batteries.

Graph – 9 :

Information regarding the customers expectations regarding the durability of Nippo batteries.

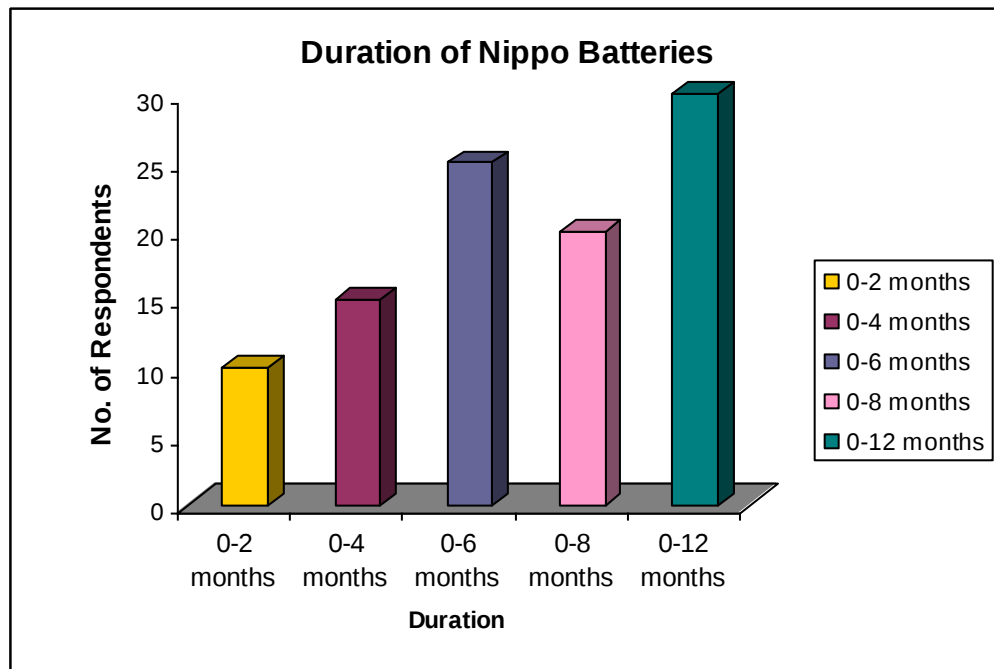


Table-10:

Information regarding the degree of satisfaction towards Nippo batteries.

Particular	No., of respondents	Percentage (%)
Delighted	40	40%
Satisfactory	50	50%
Dissatisfactory	10	10%
Total	100	100%

1. Analysis:

From the above information it is clear that

40% customers delighted

50% customers satisfied

10% customers dissatisfied

2. Interpretation:

From the above information use can clearly see that 10% of customers are dissatisfied with Nippo batteries, 40% of customers are delighted and 50% of customers are satisfied with the nippo batteries this shows that the Nippo batteries is giving the risk expected by the customers and they have to risk for the accomplishment of their objectives.

Graph-10:

Information regarding the degree of satisfaction towards Nippo batteries.



Table 11:

Information regarding the brand customers are looking to prefer in future.

Particular	No., of respondents	Percentage (%)
Nippo batteries	100	100%
Others	0	0%
Total	100	100%

1. Analysis:

From the above table it is clear that

100% says they will prefer Nippo

0% says they will prefer others

2. Interpretation:

From the above information it is clear that no customer is ready to change this Nippo brand battery to other this shows they are satisfied with Nippo batteries.

Graph-11:

Information regarding the brand customers are looking to prefer in future.

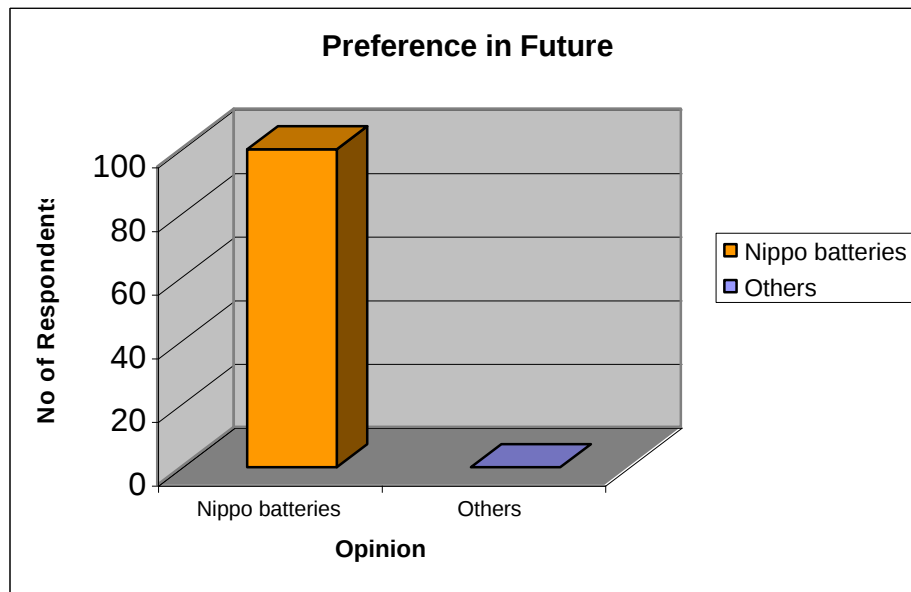


Table 12:

Information regarding Nippo batteries advice to friends and relatives are the name.

Particular	No., of respondents	Percentage (%)
Yes	100	100%
No	0	0%
Total	100	100%

1. Analysis :

From the above information it is clear that

100% say yes they will advice the name.

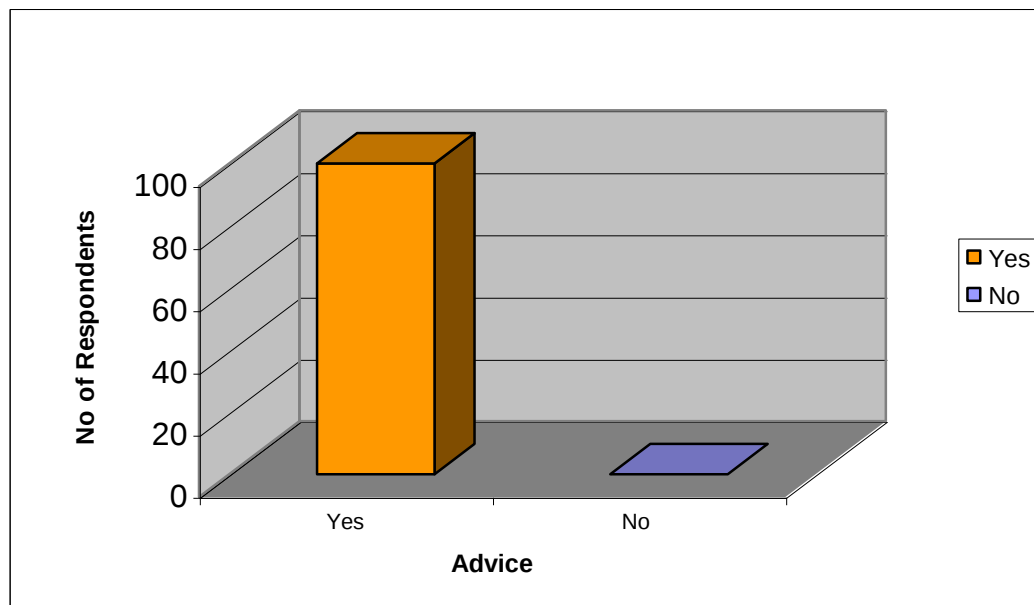
0% says no.

2. Interpretation:

From the above information se can see that 100% of people likes to advice the Nippo batteries their friends and relatives none of them said no to this question.

Graph - 12:

Information regarding Nippo batteries advice to friends and relatives are the name.



Batteries Analysis

Over view of leading battery manufactures of India in the 2004-05

BRAND NAME	Environment Friendly	Performance Life	Overall score out of 100	MRP (Rs)
	Out of 10	Out of 60		
ZINC CHLORIDE TYPE BATTERY				
SAMSUNG SUPER HEAVY DUTY	9	56.6	90.5	7/-per piece
NIPPO GOLD ETRA HEAVY DUTY	9	53.3	85.3	7/-PER PIECE
BPL	9	52.7	83.7	7/-PER PIECE
EVERADY HEAVY DUTTY LEAKPROOF	10	49.5	83.5	7/-PER PIECE
ENNER CELL (EXTRA LONG GOLD)	9	49.5	83.5	7/-PER PIECE
GEEP (NEW GEEP POWER PLUS GOLD)	8	52.8	82.8	7/-PER PIECE
NOVINO GOLD EXTRA HEAVY DUTTY LEAK	8	46.2	78.2	7/-PER PIECE
SAMBATT (Chinese)	7	14.6	33.6	Price paid Rs 2/- no MRP marked
ALKALINE TYPE BATTERY out of 15				
DURACELL PLUS	15	59.3	96.3	90/- for 4 pieces., Special offer 70/- For 4pcs
BPL EXCELL	15	57	96	40/- for 2 pieces
ENERGIZER (NEW LONGER LASTING)	15	46.4	82.4	MRP mentioned retail price 55/- for 4 pieces

COMPARATIVE TEST:

Brand	Type	Manufacture	Salient feature
Eveready Heavy Duty Leak Proof	Zinc-chloride	Indian brand of the BM Khaitan group. In market since 1905	Most environment-friendly
BPL	Zinc-chloride	Matsushita Lakhanpal Battery India Limited. Co founded in technical and financial colloboration with Japan in 1972	No so long lasting. You will need to replace a Novino battery sooner than other batteries
Samsung super Heavy Duty	Zinc-chloride	MNC	Highest score in 'Initial life' test. Will last the longest.
Nippo Gold Extra Heavy Duty	Zinc-chloride	Indo National	Lasts long. Will work wonderfully in a camera photo flash
Enner Cell Long Life	Zinc-chloride	MNC	The best battery insofar as labeling is concerned.
Geep	Zinc-chloride	Taken over by Gillette	Lasts long
Sambatt	Zinc-chloride	Chinese	• Has very short life • Will leak and damage your appliance • Worst environmental performance among zinc-chloride category
Duracell	Alkaline	Gillette- MNC	Will last longest in a photoflash camera
Energizer	Alkaline		
BPL Excell	Alkaline	MNC	

FINDINGS, SUGGESTIONS AND CONCLUSION

Findings:

All the findings have been drawn considering the primary data collected through survey and secondary data collected by the news papers, Magazines etc., findings is based the SWOT analysis that is strengths, weakness, opportunity and threat

Strengths:

1. Considering the electronic goods wise popularity of the Nippo batteries it is good, that the Transistors, flashlights, Toys, Tape recorders, Wall clock, Torch light which are manufactured by Nippo batteries are used world wide.
2. Advertisement play on important role in battery marketing through different media, visual media is playing important role followed by printmedia.
3. Quality, price, brand loyalty and brand positioning plays on important role as a motivating factor.
4. Almost all the customers are satisfied with the price of Nippo batteries, the prices of batteries are economic in nature so all the income group are motivated to buy the Nippo batteries.
5. Almost all the customers are satisfied with the brand, some of them delighted.
6. Almost all the customers want to continue the use of Nippo batteries, they are not ready to change.

II - Weakness:

1. In the study, it is found that most of the customers in Tumkur are using Transistors, Toys and other electronic goods.
2. It is found that most of the customers consult retailers along with dealers, friends, and service use of electronic goods others. Electronic goods service man most of them being illiterates will not be aware of brand.
3. Consumer would like to purchase the batteries from relatives followed by dealer and some of them are not specific.

III - Opportunities:

1. Consumers would like to have price discounts more than the gifts and packages the company can make use of price discount facility.
2. Almost all the customers prefer cash purchase rather than credit purchase. The company should give this facility to increase sales.
3. Most of the customers expect the durability of the batteries to be more. Almost all the customers expect durability of the battery should be increased up to 8 or 12 months. The company can come up with better batteries and can satisfy the customers.
4. All the customers want to advice the use of Nippo batteries to friends and relatives.

IV. Threats:

1. Consumers would like to have some improve mental factors to be incorporated in batteries like more durability, reduce price, quality etc., more consumers expects/prefer durability factor at element to be incorporated in batteries. It is a threat o the company as the competitors may make an of this weakness.
2. Consumers expects some after price discounts, gifts packages and other basic benefits other wise the customers will shift to other brands.
3. There is a competition from other types like Samsung, B.P.L, Eveready etc.,
4. The company has to sponsor sports and games like Samsung is doing by conducting Athletics and other sports events.

The different brands of battery manufacturing companies are;

1. SAMSUNG
2. NIPPO GOLD
3. NOVINO GOLD
4. EVEREDY
5. DURACELL Plus
6. BPL Excel

The brand positioning of Nippo batteries is better than other: - of the following reasons;

1. They occupy the second leading battery manufacturing company in India
2. They concentrate to create brand awareness programmes in the open market.
3. They adopt the policies how to position their brand in the minds of customers.
4. They are also manufacturing the torch lights which facilitates to create brand awareness.

Suggestions

1. The advertising should be done keeping in mind all the electronic goods like tape recorders, flashlights and torchlights.
2. Younger generation should be attracted by using a famous responsibility like film stars (salman khan) or sports person in promoting the product.
3. Building, bus shelters, road dividers, directions indicators, rubber foot mat stickers, calendars, key chains, pens, wall clocks, stepney covers, auto mudguards must be done by the company. S & Z shaped stands to keep the batteries in front of stores.
4. Joint sales professional programs with all types of batteries together should be promoted.
5. Company should participate in fairs and exhibitions of National and Inter national level
6. Seasonal discounts, bulk purchases and discounts on bulk cash purchase payment should be increased.
7. Consumers would like to have re-chargeable batteries so stress should be given on this.
8. Most of the consumers know about batteries though different media of advertising than proper emphasis must be given to effective advertisement companies.
9. Company should participate in sponsoring the games such as cricket, foot ball, video game competition etc.,
10. Brand and product awareness programs targeting to will be fruitful consumers.

Conclusion

This project was a great learning experience the findings of the reports focus on the ground reality dynamics of an area in which company meet the challenges of all its activities especially in brand positioning of Nippo batteries. No business can ignore this brand positioning the findings obtained from the course of mapping of dealer outlet are presented before.

To conclude the brands are playing an important role in battery marketing. All the consumers have then own opinion regarding are using. In the present competitive marketing @ business world most of the companies enter into the market of and only few companies acquire the market share and those companies to acquire more market shares.

Most of the consumers are satisfied with the present situation and the activities performed by the Nippo batteries Co., Ltd., India

Questionnaire

A Study on “**Brand Positioning Towards Batteries**” (With special Reference to Nippo Batteries).

Name :

Address :

Phone No :

Mobile No :

e-Mail :

Qualification :

Occupation : Student ☐ Employee ☐
 Business ☐ Others ☐

1. What type of electronic goods you have?

Transistor ☐ Tape recorder ☐
Flashlights ☐ Toys ☐

2. Whom do you consult before purchasing a battery?

Friends ☐ Electronic Servicemen ☐
Relations ☐ Others ☐

3. Where often do you purchase the battery?

Retailers ☐ Not specific ☐
Dealers ☐ Others ☐

4. Do you think Nippo batteries are Economical in Comparison to other batteries.

Yes ☐ No ☐

5. Which is your first source of information of Nippo Batteries?

Print Media ☐ Visual Media ☐

Hoardings ☐ Others ☐

Word of Mouth ☐

6. What motives you to prefer Nippo batteries?

Advertisement ☐ Reliability ☐

Durability ☐ Discount ☐

Price ☐ Quality ☐

7. What mode of payment sale service do you expect?

Cash ☐ Credit ☐

8. Do you Expect any sales promotions like

Discounts ☐ Gifts ☐

Package ☐ Others ☐

9. What improvements do you feel to be incorporated in Nippo batteries?

Quality ☐ Reduce Price ☐

Durability ☐ Advertisement ☐

10.What is your expectation regarding life of Nippo batteries?

0-2 months	☐	0-8 months	☐
0-4 months	☐	0-12 months	☐

11.Which brand do you prefer in future?

Nippo	☐	Samsung	☐
Everyday	☐	BPL	☐

12.Based on your experience towards Nippo batteries would you like to advice the name to your friends / relatives?

Yes	☐	No	☐
-----	--------------------------	----	--------------------------

Thanking you,

Signature

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3. Marketing : Philip Kotler
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2. The Week
3. Business world
4. Company Circulars

Website : www.nippobatteries.com