

Sample Report
A STUDY ON BRAND POSITIONING OF INDIAGATE BASMATI
RICE IN DELHI



PROJECT REPORT
Submitted by

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1INTRODUCTION OF THE STUDY

We have many rice brand names in India. To make a particular place within the market, a distinct segment market has to be carefully chosen and a differential advantage must be created in their mind. Brand positioning may be a medium through which a corporation can portray to its customers what it wants to realize for them and what it wants to mean to them. Brand positioning forms customer's views and opinions.

Brand positioning is often defined as an activity of making a brand offer in such a fashion that it occupies a particular place and value within the target customer's mind. Brand positioning involves identifying and determining points of similarity and differences to determine the proper brand identity and to make a correct brand image. Brand positioning is the key to selling strategy. a robust brand positioning directs marketing strategy by explaining the brand details, the individuality of the brand name and its similarity with the competitive brands, also because the reasons for purchasing and using that specific brand. Positioning is the base for developing and increasing the specified knowledge and perceptions of the purchasers. it's the only feature that sets your service aside from your competitors.

OBJECTIVES OF THE STUDY

- To identify customer perception towards the brand and expectation of the brand.
- To understand the levels of consumer satisfaction towards the brand India Gate Basmati rice.
- To understand the opinion of the customers and to what level the customers are loyal towards the India Gate Basmati Rice brand

STATEMENT OF THE PROBLEM

Brand Positioning lets us skills well a firm is doing business in this competitive market compared to the competitors. during this ever-evolving and fast-paced lifestyle, there has been a transparent demand for fast Food, as a result; we will understand that the current market is being infested by Instant Rice products too, which are a boon, particularly to working-class women. The large players of this industry hence, to take care of the market share have introduced seemingly the same products. So we'd like to know how India Gate Basmati Rice fares in its market position. The brand position indicates how well a firm is doing within the marketplace compared to its competitors. during this fast-paced era, there has been an excellent demand for fast products as a result; we will see that the present market is being flooded by instant rice products which are a boon, especially to working women. Many leading brands of rice hence; to sustain the market the corporation must have a good hold over the market. during this scenario of tight competition, a study was conducted to understand the brand position

LIMITATIONS OF THE STUDY

- Errors are possible
- There is no guarantee that the respondents give full and correct information
- The answers were dependent on the attitude, opinion and sharing mentality of the respondents
- The survey was limited only a geographical area of Delhi district

RESEARCH DESIGN

This study will be used to describe the characteristics of the population and remove the frequencies with which things occur between various variables. It helps to measure the market size, market structure, behavior and attitudes of consumers in the marketplace Lead Collection: The raw leads collected from the market is known as data. The researcher has to confirm whether to go for primary data or depend totally on secondary data. Primary data: Those data, that are collected for the first time, and are original in character are known as primary data. It gives higher accuracy and facts, which is very helpful for any research and its findings. The study includes the method of descriptive research. Descriptive research is concerned with measuring and estimating the frequencies with which things occur or the degree of correlation or association between various variables. It helps to measure the market size, market structure and the behavior and attitudes of consumers in the marketplace.

Source of Primary Data: - Interview

Source of Secondary Data: - Data collected by third-party organizations who are engaged in a surveying, problem analysis, and report generation are called secondary data. In most of the inquiries relating to current problems, it is recommended to use primary data than secondary data as primary data is always reliable.

Explanation of the Method: Sampling may be defined as the process of obtaining information about an entire population by examining pieces of it randomly.

DATA COLLECTION

The data from the raw details that is collected from the field is known as data.

The researcher has to finalize whether to go for primary data or depend totally on secondary data. The study has to go for both primary and secondary.

SAMPLING TECHNIQUE

“Sampling can be defined as the process of selecting a representative portion of the population under study for analysis”

Sampling may be defined as the process of obtaining information about an entire population by examining only a part of it. In any investigation if data are collected only from representative's part of the universe we say that data are collected by sampling. The representative part is called a sample.

The sampling method is convenience sampling and the sample size of the study is XXXX.

TOOLS FOR ANALYSIS

The collected data used for analysis in the method of percentage analysis.

PERCENTAGE ANALYSIS=(no of respondent/total no of respondent)*100

ANALYSIS AND INTERPRETATION

AGE GROUP OF THE RESPONDENT

S.NO	AGE	No. Of respondent	Percentage
1	15-24	22	15
2	25-34	38	25
3	35-44	60	40
4	Above 45	30	20
	Total	150	100

Source : Primary Data

INTERPRETATION

From the above table it is inferred that 40% of the respondents age group is 35-44, 25% of the respondents are in the age group is 25- 34, 20% of the respondents are in the age group above 45 and 15% of the respondents are in the age group of 15 -24.

CHART NO.XXXXXXXXXX

AGE GROUP OF THE RESPONDENTS

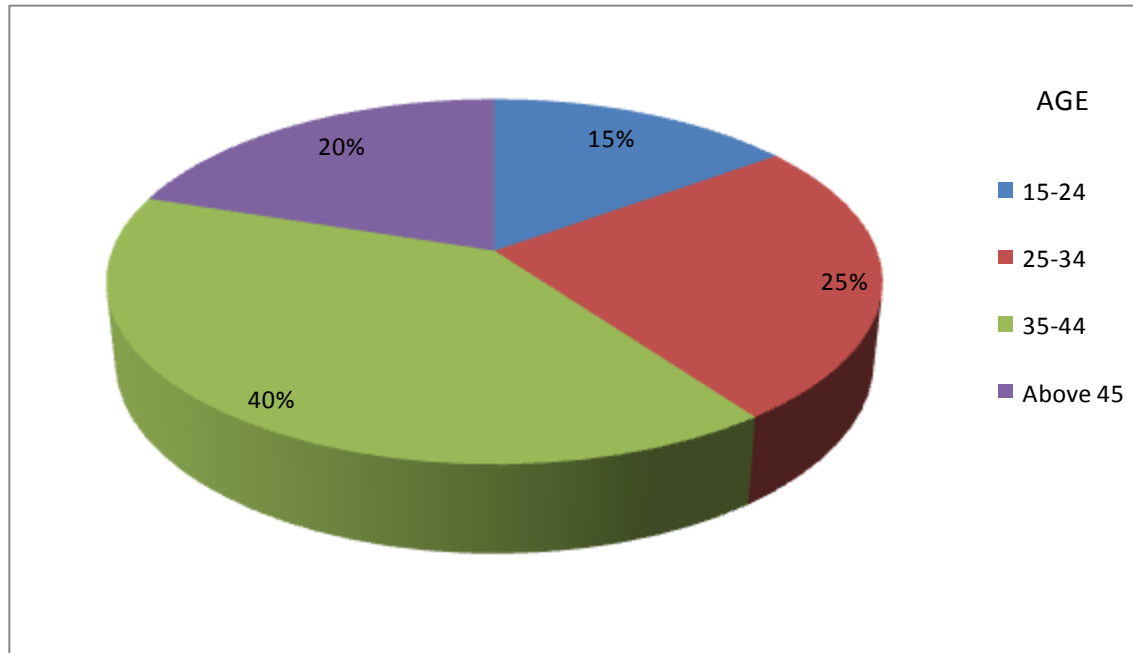


Table- XXXXXXXXXXXX

GENDER OF THE RESPONDENT

S.NO	Gender	No. Of respondent	Percentage
1	Male	50	33
2	Female	100	67
3	Total	150	100

Source : Primary Data

INTERPRETATION:

From the above table it is inferred that 67% of the respondents are female and 33 % of the respondents are male.

CHART-4.1.2

GENDER OF THE RESPONDENT

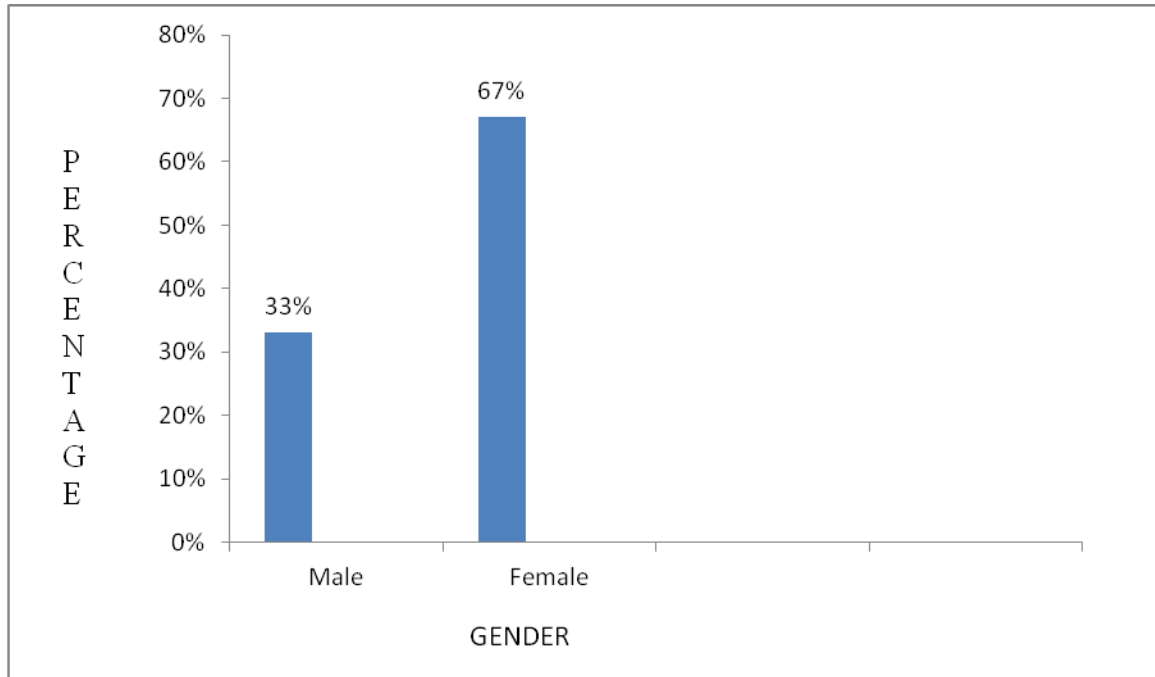


Table- XXXXXXXXXXXX
EDUCATION QUALIFICATION OF RESPONDENTS

S.NO	Educational qualification	No. of respondent	Percentage
1	SSLC	38	25
2	Hsc	32	21
3	Graduate	37	25
4	Diploma	20	13
5	Other specify	23	16
	Total	150	100

Source : Primary Data

INTERPRETATION

From the above table it is inferred that 25 % of the respondents completed SSLC& Graduation respectively,21% of the respondents completed HSC,13 % of the respondents completed diploma and 16 %the respondents completed technical courses.

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EDUCATION QUALIFICATION OF RESPONDENTS

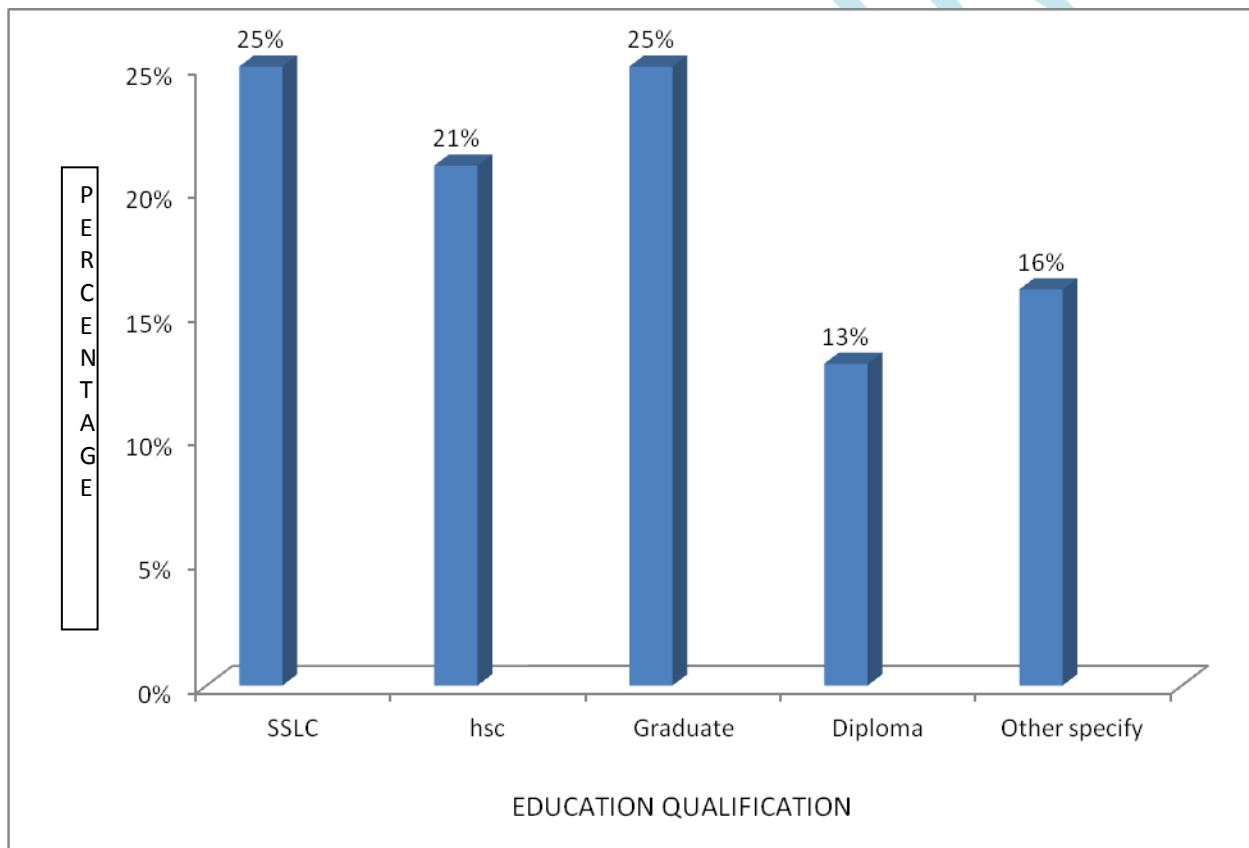


TABLE-XXXXXXXXXX
MARITAL STATUS OF RESPONDENTS

S.NO	Marital status	No. Of Respondent	Percentage
1	Married	120	80
2	Un married	30	20
3	Total	150	100

Source : Primary Data

INTERPRETATION

from the above table it is inferred that 80% of respondents are married and 20 % of respondents are unmarried.

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MARITAL STATUS OF RESPONDENTS

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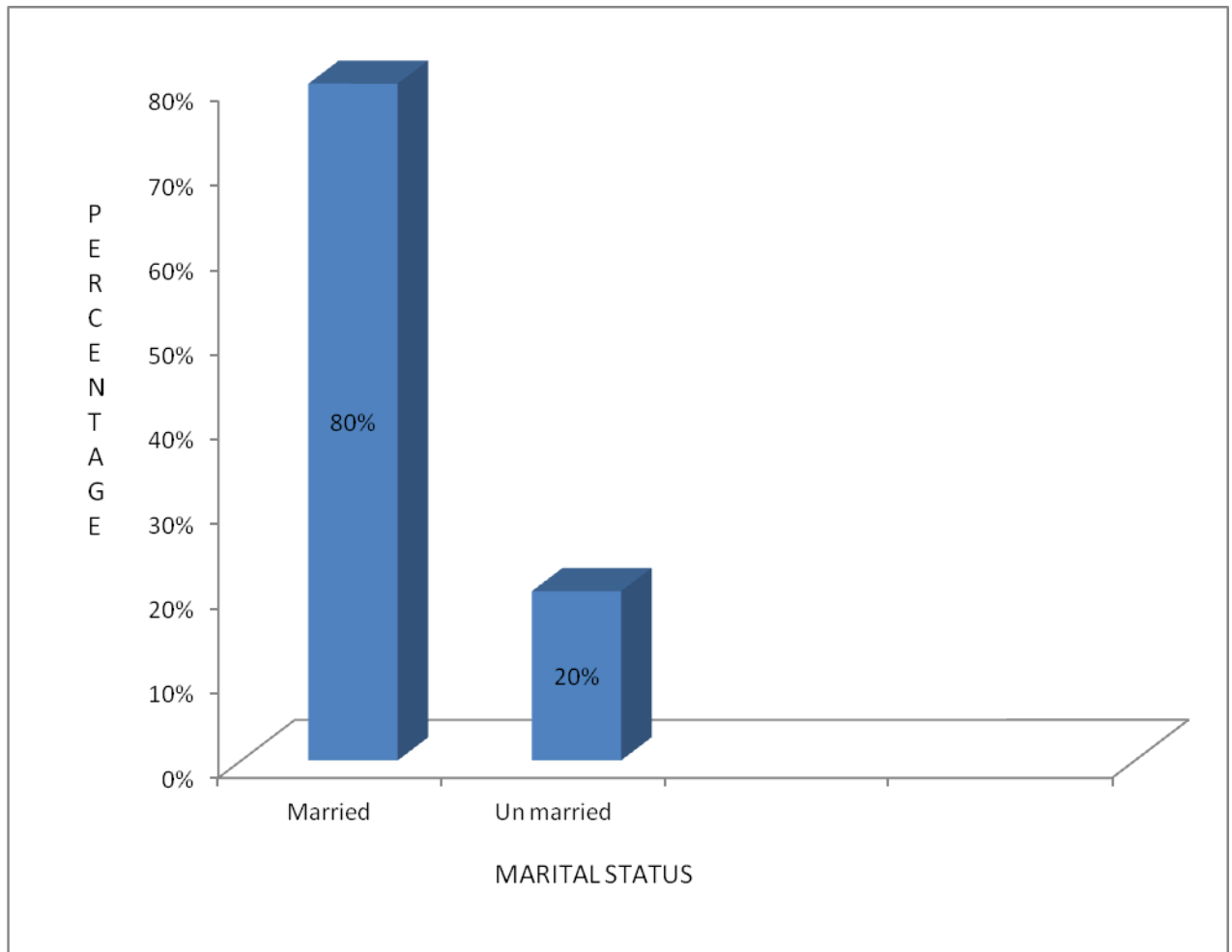


TABLE-XXXXXXXXXXXXX

INCOME PER MONTH OF RESPONDENTS

S.NO	Salary	No. Of respondent	Percentage
1	Below 3000	-	-
2	3000-5000	25	17
3	5000-7000	50	33
4	Above 7000	75	50
5	Total	150	100

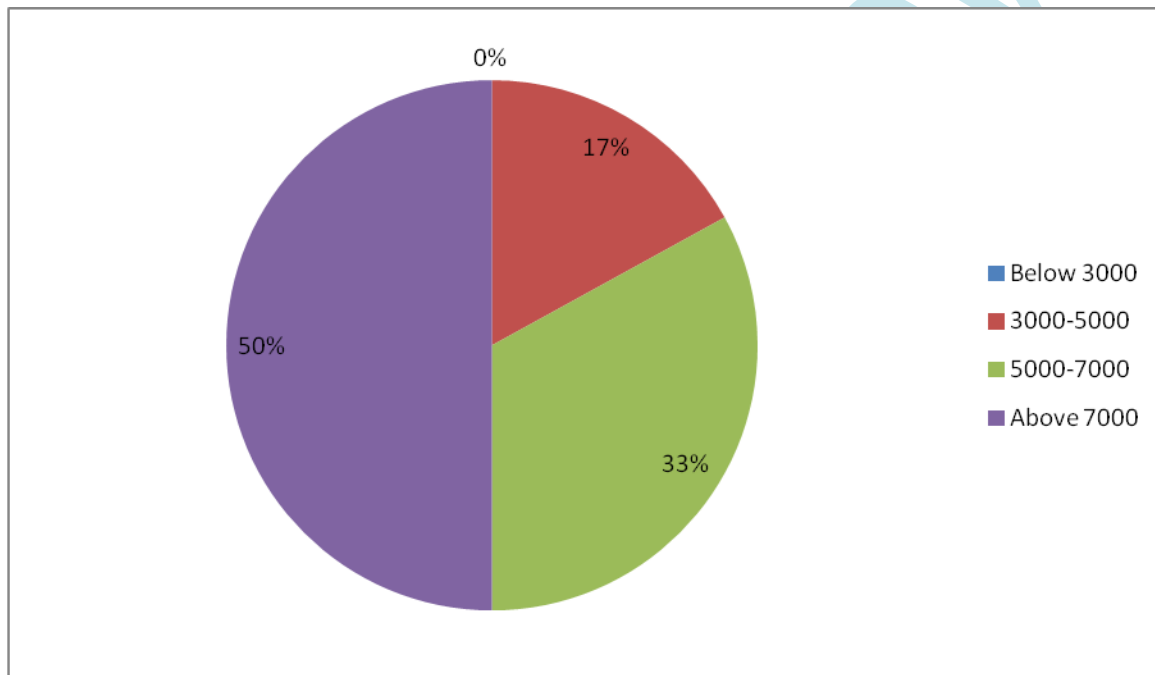
Source : Primary Data

INTERPRETATION

From the above table it is inferred that 50 % of the respondents income per month was 7000Rs, 33 % of the respondents income per month was 5000Rs -7000Rs and 17 % of the respondents income per month was 3000Rs – 5000Rs.

CHART-XXXXXXX

INCOME PER MONTH OF RESPONDENTS



AWARNES AND PREFERENCE TOWARDS INDIAGATE BASMATI RICE

TABLE-XXXXXXXXXXXXXXXXXX

CONSUMER AWARENESS

S.NO	Types	No.of respondent	Percentage
1	Yes	150	100
2	No	-	-
3	Total	150	100

Source : Primary Data

INTERPRETATION

From the above table shows that 100% of the respondents are aware of Indiatgate Basmati rice products.

TABLE-XXXXXXXXXXXXXXXXXX

SOURCE OF INFORMATION ABOUT INDIAGATE BASMATI

S.NO	Sources	No. of respondent	Percentage
1	Friends	22	25
2	Advertisement	52	25
3	Shops	30	20
4	Relative	20	13
5	Neighbor	18	12
6	Others	8	5
	Total	150	100

Source : Primary Data

INTERPRETATION

From the above table it is inferred that 25 % of the respondents get information by advertisement by friends, 20% of the respondents get information through shops, 13 % of the respondents get information by relative, 12 % of the respondents get information by neighbor and 5 % of the respondents get information by others sources.

CHART-XXXXXXX

SOURCES OF INFORMATION ABOUT INDIAGATE BASMATI RICE

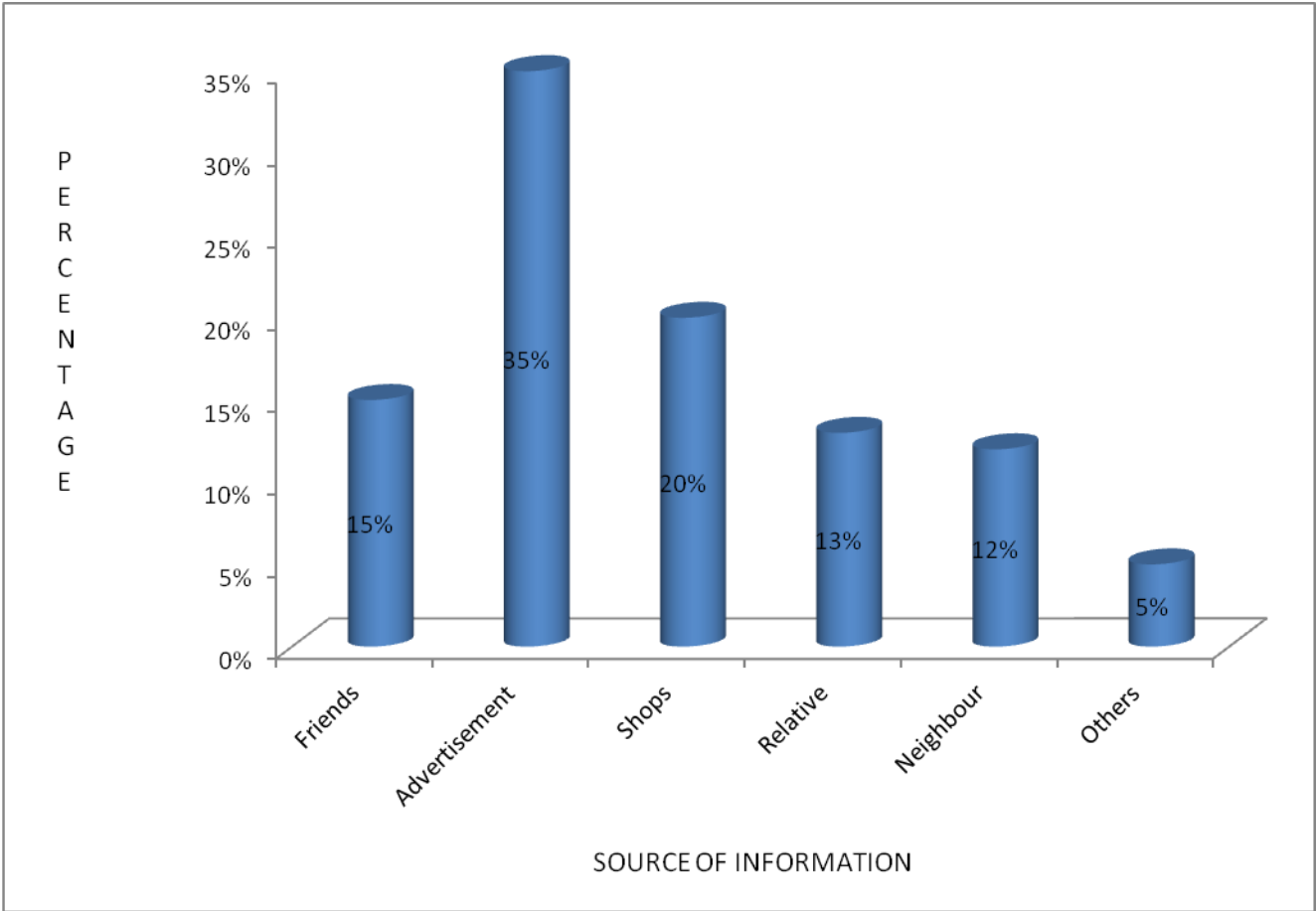


Table-XXXXXXXXXXXX

PURCHASE & USAGE OF INDIAGATE BASMATI RICE

SUGGESTIONS

1. Currently Indigate Basmati rice have good brand position in the market. so it should try to introduce new products in the existing product line
2. Company should concentrate more on advertisement, as it plays a vital role in influencing buying behavior of the consumers
4. It should take effective steps to improve the quality of product
5. They should provide coupons along with the product

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CONCLUSION

Indiagate Basmati rice is one of the leading manufacturers of rice. It has to have a good reputation in its all areas of operation. In this study, the researcher has analyzed the brand position of Indiagate Basmati rice. From analysis and interpretation, it can be understood that the company has strong competition from established brands in India. They should try to launch new advertisement campaigns to retain the existing consumers and attract new consumers.

So it can be concluded that the company should not go back from the present programmes and it should implement more and more schemes and campaigns, which ensures ongoing improvement in the brand position of the products.

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