

POSITIONING OF A BRAND THROUGH ADVERTISING AND IMPACT OF ADVERTISEMENT ON CUSTOMERS PREFERENCE

VETO DATTA¹ & S. VASANTHA²

¹Research Scholar, Vels University, P V Vaithiyalingam Road, Velan Nagar, Pallavaram, Chennai, Tamil Nadu, India

²Professor, Vels University, P V Vaithiyalingam Road, Velan Nagar, Pallavaram, Chennai, Tamil Nadu, India

ABSTRACT

The paper presents the insights regarding the challenges and innovation strategies in positioning a brand through advertising. Advertising is a medium through which an organization focuses on USPs and benefits of a product or service to influence the purchase behavior of the individuals. It supports to create a positive image of a particular brand in the minds of the customers and prompts them to buy the same. The paper focuses on relative reach of brands in the market, with respect to its market share. The research aim was to analyze the innovative ideas in sustaining the position of the brand and to understand the strategies to overcome the pitfalls. Also to know the exclusive need of consumer to trust a brand by its advertisement.

The paper offers suggestions on strategies designed in positioning a brand through its advertisement to the managers who seek to strengthen their brands equity in an increasingly competitive market place. Also indicates the changes that are to be adopted and implemented in sustaining the position of the brand's reputation. The study focuses on factors like (1) Brand position (2) Advertising strategy (3) most preferred brand by the customer (4) Innovation and challenges---The research is undertaken with three industries 1.Consumer Durables 2.FMCG

KEYWORDS: Advertising, Market, Brand Position

