

A Study of Brand Positioning of Kannu Ki Chai in Pune City

Dr. Kiran Nagare¹ and Ms. Siddhi Kad²

Assistant Professor, MAEER'S MIT Arts, Commerce, and Science College, Alandi, Pune, Maharashtra, India¹
Research Scholar, MAEER'S MIT Arts, Commerce, and Science College, Alandi, Pune, Maharashtra, India

Abstract: *Brand positioning serves as a crucial strategic tool for establishing a distinctive identity in the minds of consumers amidst intense competition. This study delves into the brand positioning strategies of Kannu Ki Chai within the vibrant chai culture of Pune, Maharashtra. Founded with a commitment to quality and customer satisfaction, Kannu Ki Chai has emerged as a beloved local brand, resonating with tea enthusiasts across the city. Through a mixed-methods approach, including surveys and data analysis, the study examines consumer perceptions, attitudes, and preferences towards the brand, shedding light on its perceived attributes, brand identity, competitive advantages, and strategic focus areas for improvement. Findings reveal that taste, quality, and ambience are key drivers of brand perception, with respondents predominantly associating Kannu Ki Chai with modernity and affordability. Additionally, the study identifies technological integration and expansion of physical outlets as critical avenues for enhancing competitiveness. Overall, the study underscores the brand's strong positioning in Pune's chai market and provides actionable recommendations to further solidify its market presence and appeal.*

Keywords: Brand Positioning, consumer perception, consumer engagement

REFERENCES

- [1]. Positioning Strategies: A Literature Review -Dr. Natasha Saqib Journal of Cardiovascular Disease Research ISSN: 0975-3583, 0976-2833 VOL 12, ISSUE 03, 2021
- [2]. The strategic importance of brand positioning in the place brand concept: elements, structure and application capabilities- Karolina Janiszewska, Andresa Insch, Journal of International Studies, Vol. 5, No 1, 2012, pp. 9-19.
- [3]. Evaluating the effectiveness of brand-positioning strategies from a consumer perspective Christoph Fuchs, Adamantios Diamantopoulos European Journal of Marketing Vol. 44 No. 11/12, 2010pp. 1763-178.
- [4]. Positioning: The battle for your mind- Al Ries and Jack Trout
- [5]. Research methodology: Methods and techniques- C.R. Kothari
- [6]. https://www.academia.edu/41778587/Evaluating_the_effectiveness_of_brand_positioning_strategies_from_a_consumer_perspective
- [7]. <https://ijrpr.com/uploads/V4ISSUE11/IJRPR19489.pdf>
- [8]. https://www.researchgate.net/publication/269586166_The_Strategic_Importance_of_Brand_Positioning_in_the_Place_Brand_Concept_Elements_Structure_and_Application_of_the_Positioning_Statement
- [9]. <https://www.emerald.com/insight/content/doi/10.1108/PRR-06-2019-0016/full/pdf>
- [10]. <https://www.jcdronline.org/admin/Uploads/Files/6245cc49e84644.42011977.pdf>
- [11]. <https://www.scribd.com/document/377137550/Literature-Review-on-Positioning>