

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

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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

I. INTRODUCTION

Brand positioning is a strategic approach in marketing that aims to carve out a unique identity for a brand in the minds of consumers, distinguishing it from competitors. In the bustling city of Pune, Maharashtra, renowned for its vibrant tea culture, Kannu Ki Chai has emerged as a cherished local brand, offering a diverse range of premium teas across its 40 outlets in five cities by 2023. Founded by Ranjeet Tale and Kunal Gulati, Kannu Ki Chai not only provides a memorable chai experience but also embodies its core values of Influence, Philosophy, Responsibility, Results, and Brilliance. Through its commitment to quality, customer satisfaction, and a welcoming cafe environment, Kannu Ki Chai has garnered recognition, including the India 500 Startup Award and Times Young Achievers Award. This study aims to explore the brand positioning strategies of Kannu Ki Chai within the context of Pune city, shedding light on how the brand has successfully carved out a distinctive place in the hearts of tea lovers in this bustling metropolis.

Objectives of the study

- To study the brand positioning of Kannu Ki Chai in Pune city.
- To identify areas where Kannu Ki Chai can enhance its brand positioning.

Scope of the study

The study aims to comprehensively understand and evaluate the brand positioning of Kannu ki Chai by analysing consumer perceptions, attitudes, and preferences towards the brand in Pune's chai market. It will explore factors influencing these perceptions, such as product quality, pricing, ambience, service, and brand image, gathering insights through consumer surveys to uncover strengths and weaknesses in the brand's positioning strategy. Additionally, the research will identify areas for improvement to strengthen Kannu ki Chai's positioning in Pune, including refining product offerings, enhancing customer service, and implementing innovative marketing strategies. Through this comprehensive examination and actionable recommendations, the study intends to guide Kannu ki Chai towards achieving a stronger and more competitive brand position in Pune's chai market.

II. LITERATURE REVIEW

The concept of positioning in brand management has undergone significant evolution since its inception.

Originally introduced in 1969 by Trout and Ries, positioning referred to the combat for the consumer's mind, aiming to assume a unique position in the audience's awareness by owning specific and differentiating associations.

Ries and Trout's seminal article "Positioning is a game people play in today's me-too marketplace" (1969), published in the Industrial Marketing journal, marked a significant milestone in the development of positioning theory. This work defined positioning as a strategic approach for staking out turf or filling a slot in the minds of target customers, setting the stage for a paradigm shift in advertising and marketing practices.

The subsequent series of articles authored by Ries and Trout, notably "The Positioning Era Cometh" (1972) published in Advertising Age magazine, further solidified the concept of perceptual positioning and its importance in the competitive marketplace. Their insights triggered a fundamental reevaluation of advertising and marketing strategies, emphasizing the strategic significance of influencing consumer perceptions.

"Positioning: The Battle for Your Mind" (1982), Ries and Trout expanded on their earlier work, providing a comprehensive exploration of the concept of positioning. They emphasized that positioning is not about altering the product or service itself but rather about shaping consumer perceptions to occupy a distinct place in their minds. This perspective highlighted the strategic importance of positioning in capturing consumer mindshare and driving competitive advantage.

According to Marsden (2002), positioning is about the perception of the product or organization in the consumer's mind, rather than its physical nature. This highlights the importance of analysing stakeholder perceptions and attitudes to develop a positioning strategy that aligns with brand values and differentiation.

Kotler (1991) further emphasizes that positioning is not just about marketing communication but involves a firm's total approach to competing, encompassing all aspects of the company's image in relation to competitors.

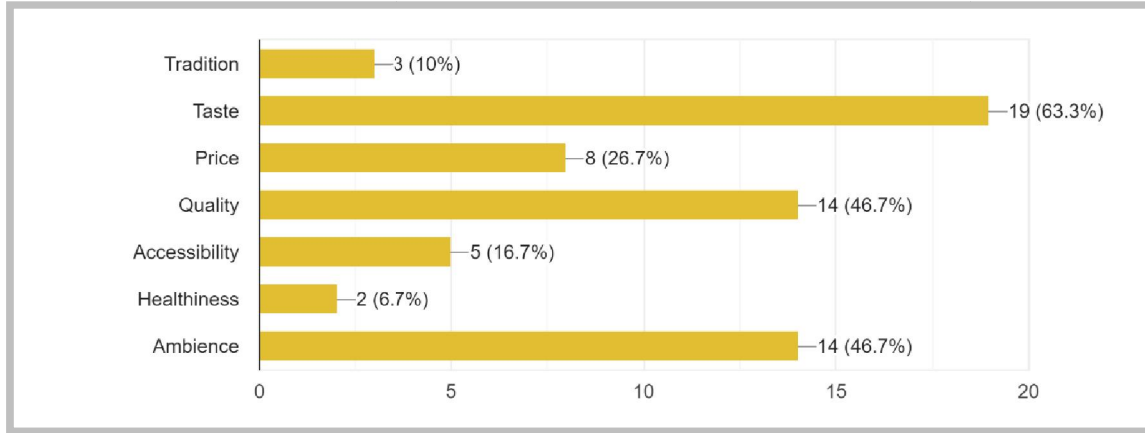
Lambin (2004) stresses the importance of visibility and recognition in positioning, particularly in contexts characterized by intense competition and low entry barriers. Successful positioning requires adopting a customer perspective and understanding how customers perceive products relative to competitive offerings.

III RESEARCH METHODOLOGY

The research methodology for this study involves contacting two classes of respondents: regular consumers and occasional consumers of Kannu Ki Chai in Pune. The universe for the study comprises all consumers of Kannu Ki Chai in Pune city, with a sample size of 30 respondents selected to ensure representation from both consumer categories. The sampling frame includes individuals residing in Pune city who have consumed Kannu Ki Chai in the past six months and fall within the age range of 18 to 60 years. A purposive sampling method is justified for its ability to select respondents meeting specific criteria relevant to the research objectives. The research design adopts a mixed-methods approach, combining qualitative and quantitative methods for comprehensive insights. Primary data collection involves a structured questionnaire survey distributed via Google Forms, complemented by visits to stores for participation facilitation. Secondary data is obtained from various online sources, including the official website of Kannu Ki Chai. Data analysis will utilize statistical tools like Microsoft Excel for quantitative data and qualitative analysis methods for interpreting responses. The hypothesis of the study posits that the brand positioning of Kannu Ki Chai significantly influences consumer preferences and purchasing behaviour compared to competitors in the local market.

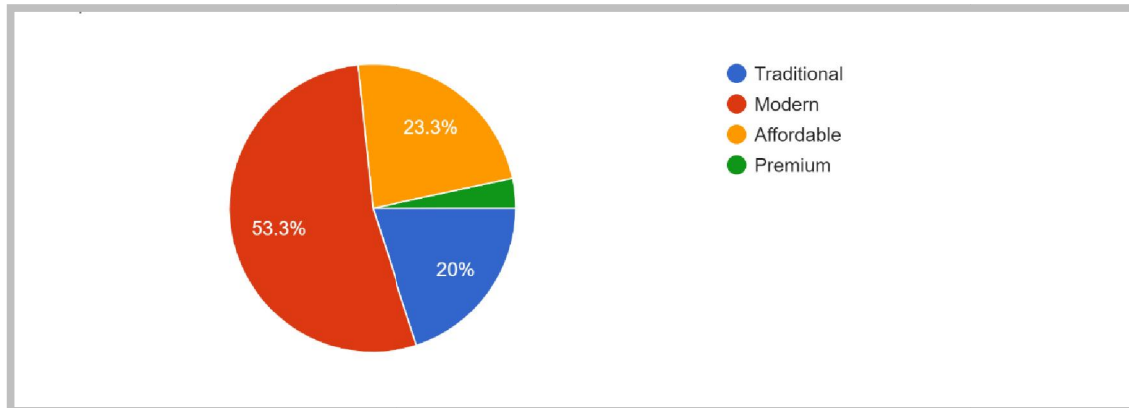
IV. DATA INTERPRETATION AND ANALYSIS

1. Perceived Attributes of Kannu Ki Chai



The survey revealed that when thinking of Kannu ki Chai, respondents predominantly associated it with taste (63.3%) and quality/ambience (46.7%). Fewer mentioned tradition (10%), price (26.7%), accessibility (6.7%), and health (6.7%). These findings highlight taste and quality as key aspects shaping Kannu Ki Chai's brand perception.

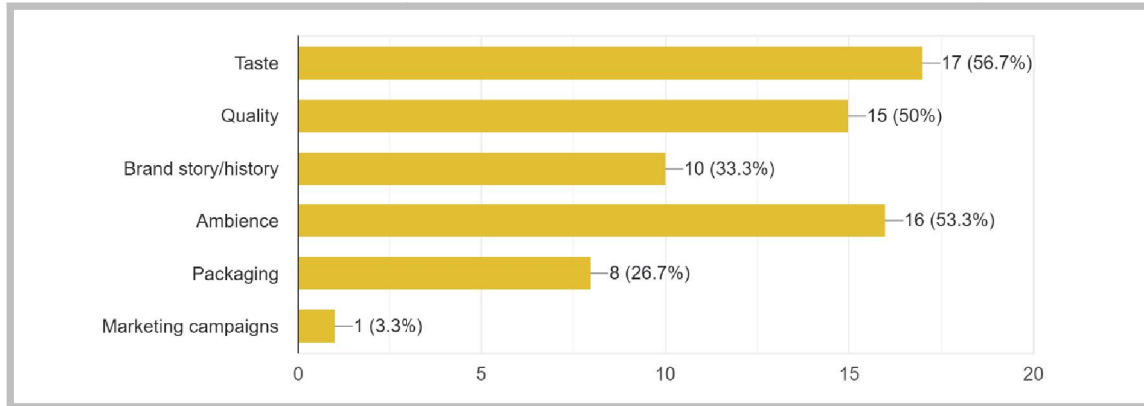
2. Brand Identity Perception for Kannu Ki Chai



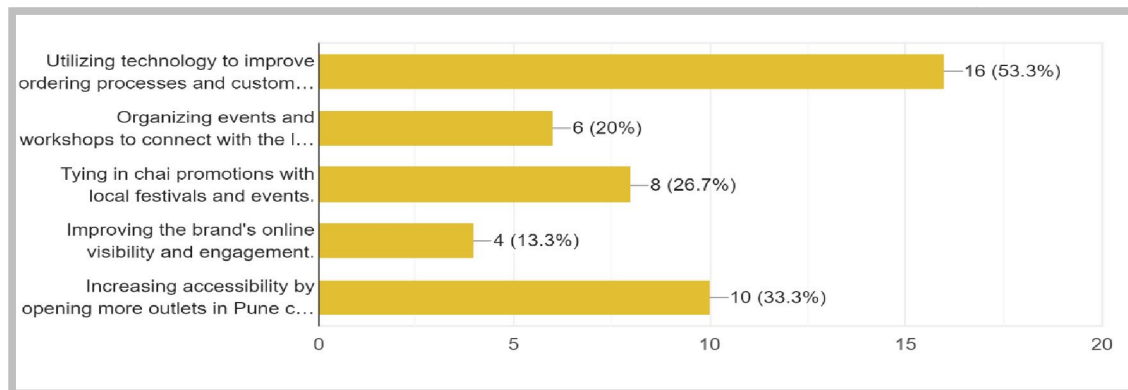
Respondents' perceptions of Kannu Ki Chai's brand positioning indicate a predominant association with modernity (53.3%), followed by affordability (23.3%). A minority perceive it as traditional (20%), with a negligible portion considering it premium (3.3%).

3. Key Competitive Advantages of Kannu Ki Chai

Taste (56.7%), quality (50%), and ambience (53.3%) were identified as the primary distinguishing factors by respondents. Packaging (8%) and brand history/story (33.3%) also contributed, while marketing campaigns (3.3%) had a lesser impact.



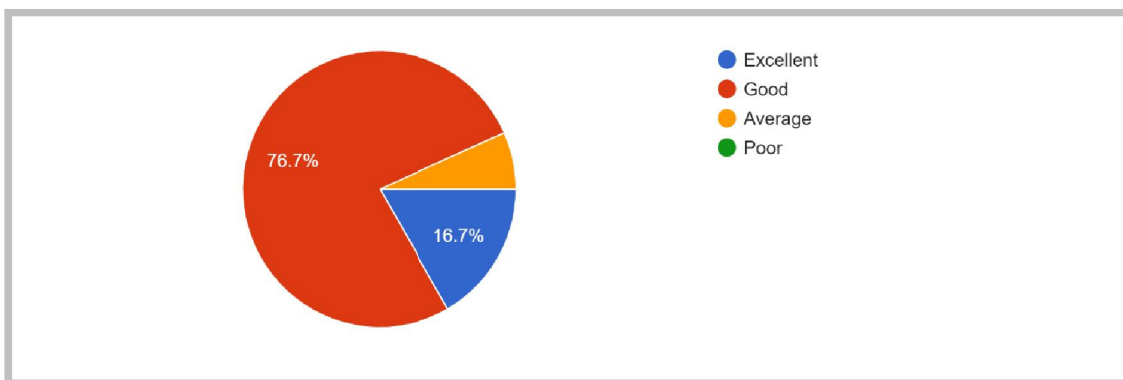
4. Strategic Focus Areas to Improve Kannu Ki Chai's Competitiveness in Pune



The majority of respondents (53.3%) emphasized the importance of utilizing technology to enhance ordering processes and customer engagement for Kannu ki Chai. Additionally, 33.3% highlighted the need to increase accessibility by opening more outlets in Pune city. Other options received lower percentages of votes.

5. Perception Scale for Kannu Ki Chai

The majority of respondents (76.7%) described their overall perception of Kannu ki Chai as good, while 16.7% rated it as excellent. A smaller proportion (6.7%) rated it as average, with no respondents indicating a poor perception.



V. FINDINGS

The findings of the research shed light on various aspects of Kannu Ki Chai's brand positioning in Pune city. Firstly, when people think of Kannu Ki Chai, taste and quality are the most prominent associations, indicating that these factors significantly influence its brand perception. Moreover, the brand is perceived as modern and affordable by a majority of

respondents, although there is a segment that still sees it as traditional. Interestingly, respondents identified taste, quality, and ambience as the primary competitive advantages of Kannu Ki Chai, with packaging and brand history also playing a role, albeit to a lesser extent. To enhance competitiveness, respondents emphasized the importance of leveraging technology for smoother ordering processes and customer engagement, as well as expanding the brand's presence by opening more outlets across Pune city. Overall, the majority of respondents have a positive perception of Kannu Ki Chai, indicating a generally favorable sentiment towards the brand within the target market.

VI. CONCLUSION

In conclusion, the findings of this study validate the hypothesis that the brand positioning of Kannu Ki Chai significantly influences consumer preferences and purchasing behavior in Pune's chai market. The study has provided valuable insights into the brand positioning strategies of Kannu Ki Chai within Pune's chai market. Through a comprehensive analysis of consumer perceptions, attitudes, and preferences, it has been revealed that taste and quality play pivotal roles in shaping the brand's perception among respondents. Additionally, Kannu Ki Chai is predominantly perceived as a modern and affordable brand, with taste, quality, and ambience identified as its primary competitive advantages. Additionally, the study highlights the significance of strategic initiatives such as technological integration and expansion of physical outlets to enhance competitiveness and meet evolving consumer demands. Overall, the overwhelmingly positive perception of Kannu Ki Chai among respondents underscores its strong foothold in Pune's chai market and provides actionable recommendations for further strengthening its brand positioning and market presence.

VII. SUGGESTIONS

- Encourage satisfied customers to spread the word about Kannu ki Chai.
- Ensure excellence in product quality through regular checks and sourcing high-quality ingredients.
- Invest in user-friendly technology for ordering and engagement to enhance customer experience.
- Open more outlets in high-demand areas of Pune for increased accessibility.
- Highlight affordability and quality in marketing to attract and retain customers.

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