# AN INSIGHT INTO THE DYNAMICS THAT STIMULUS APPLE IPADS BRAND POSITIONING AMONG SINGAPORE CONSUMERS

**\*Dr. Easwaramoorthy Rangaswamy,** Principal/ Director,
Amity Global Business School, Singapore.

**\*\*Dr. Srinivasan. Uma Rani,** Senior Lecturer,
Amity Global Business School, Singapore.

**\*\*\*Ms Foong Mei Fun** M.B.A., Senior Project Executive,
Future Enterprises Pte Ltd.

## ABSTRACT

*Purpose - The basic purpose of this study is to analyse the dynamics that stimulus the Apple iPads Brand positioning among Singapore Consumers. It helps the as a guideline for Apple iPads to retain its existing consumers and to plan for effective marketing strategies.*

*Design/methodology/approach – Structured Questionnaires were used for collecting the data from Singapore consumers. Survey was conducted to collect the primary data. In total, 250 questionnaires were distributed among the Singapore customers on Convenience sampling. Due to unfinished responses, the effective response curved out to be 238 respondents of multi races yielding a response share of 95%. Descriptive design was employed to study the dynamics that stimulus the Apple iPads brand positioning among Singapore Consumers.*

*Findings & conclusions - From this study, it is observed that consumers found that service and store location of Apple, premium brand quality of the Product and its functionality would not stop the Apple brand in creating the consumer's buying behaviour towards it and thereby act as a leading brand in the minds of the consumers and to maintain its position among the other competitors. From this study, it is understood that there is a significant relationship between the level of importance of Brand Positioning attributes and Singapore consumer's buying behaviour towards purchasing iPad. This study is also useful to other researchers for future research.*

A Monthly Double-Blind Peer Reviewed Refereed Open Access International e-Journal - Included in the International Serial Directories.
**International Research Journal of Marketing and Economics (IRJME) ISSN: (2349-0314)**

54 | P a g e

*Research limitations - The researcher has selected only brand positioning rather than other factors such as customer delight and customer relationship management which is the main limitation of this study. The data analysed the sample size of 238 as a substitute for whole population and this is also a limitation of this study.*

**Key words:** Brand Positioning, consumers, consumer buying behaviour, advertising, Apple iPads brand, marketing strategies

Paper type - Research paper

## Introduction

Apple is an American multinational company and is established in 1976. Apple's headquartered is located in Cupertino, California and is a company that designs, develops, and sells their own electronics, computer applications and personal computer to consumers. Apple has about 408 retail shops in 14 countries, online Apple Store and iTunes Stores (Apple Inc, 2017). Apple has owned its own products such as MacBook Air, MacBook Pro, Mac mini, iMac, Mac Pro, iPad, iPod, iPhone and Apple TV, and the product has chosen to study is iPad (Apple Inc, 2017). Apple has a distinctive aesthetic appeal that is simplicity and straightforwardness. This aesthetic is just the surface of Apple's deeper design principle, which is the cutting-edge technology that is easy to use; simply phrased as user friendliness (Adamson, 2008). Brand positioning is an important factor that influence the Consumers Buying Behaviour. Brand positioning plays an important role on setting right image in the consumer's mind. Beside of creating awareness through advertising, knowing the position is critical, as the consumer would constantly be reminded the brand (Keller and Richey, 2006). Brand Positioning is how consumer perceived the brand in relation to competitors' brand in the market (Keller et al., 2002). Consumers who are around the world have recognised Apple as a brand that has won consumer's trust in buying the products. Therefore, Branding provides "strong rational and emotional reason of purchasing, which plays a significant role that stimulates the consumer's purchases (LePla and Parke, 2002, p.257). Apple has such a brand and quality that could increase their trust with them among consumers.

## Scope & Importance of the study

Apple has a good Brand positioning as they have debuted iPads, consumers are drawn in and the swift to embrace tablet computing evolve in the industry. This becomes an issue of the research to understand an insight in to the dynamics that stimulus the Apple iPads Brand positioning among Singapore Consumers. The importance of the research offers a valuable

A Monthly Double-Blind Peer Reviewed Refereed Open Access International e-Journal - Included in the International Serial Directories.
**International Research Journal of Marketing and Economics (IRJME) ISSN: (2349-0314)**

55 | P a g e

insight for ascertaining the key drivers behind Apple's brand superiority, equity, in turn leading to its cult status of market leader. According to Coskun and Julie (2000) consumer engage on behavioural, intuitive level, reflective level, functionality, usability, pleasure, position and pride of a successful product. A positive consumer experience could double the success of developing consumer buying behaviour. Therefore, Brand Positioning that influence towards purchasing an iPad to be comprehensively explored and examined. Likewise, the importance of brands among the consumers has a major effect on the buying behaviour and also the purchase decision-making of buying an iPad. Apple's products are been recognised as a cool, innovative and friendly and Apple has created a greater recognition of its brand's persona (Adamson, 2008). There is also a repetition of consumers buying Apple products and it has shown that Apple and Consumer relationship have built strong (Kumar, 2008). As such Apple has established widely as an innovative brand, iPad, the innovation product development has successfully launched in the market. This has created great response from the consumers about the product and cause buying behaviour.

## Research Objectives

The study was proposed with the following research objectives:

1. To evaluate the branding factors the affect Consumers' buying behaviour
2. To establish brand positioning value that would affect consumer buying behaviour
3. To analyse the relationship between Brand positioning and Consumers Buying Behaviour

## Hypotheses

These hypotheses were predominantly adequate and truthful in associate with the overall design and structure of the research. This testing of hypotheses was to identify and measure the leading factors and mastering the characteristic of the variables, which helped to develop consumer buying behaviour.

Hypothesis 1**:** There is no significant influence between branding factors and consumer's buying behaviour towards purchasing iPad.

Hypothesis 2: There is no significant relationship between level of importance of Brand Positioning attributes and consumer's buying behaviour towards purchasing iPad.

Hypothesis 3: There is no significant relationship between Brand Positioning and Consumers' buying behaviour towards purchasing iPad.

## Review of Literature

According to Jacoby (1976) consumer behaviour has been reflected by the totality of consumers' decision, which are acquisition, consumption and goods disposition, services,

A Monthly Double-Blind Peer Reviewed Refereed Open Access International e-Journal - Included in the International Serial Directories.
**International Research Journal of Marketing and Economics (IRJME) ISSN: (2349-0314)**

56 | P a g e

time and ideas by decision-making units over time. Consumer behaviour is comprised by the process and activities that they engage in searching, selecting, purchasing, using, evaluating and products disposing and services as to satisfy their needs and desires (Bosnjak, 2010). Brand Positioning is how consumer perceived the brand in relation to competitors' brand in the market (Keller et al., 2006). An effective positioning is to offer solution to consumer's needs, and thereby positioning the brand value by analysing the internal and external competitive environments (Chacko, 1997; Pike and Ryan, 2004). According to research, positive relationship between company performance and well define positioning activities are not a strategy only; it is a backbone of a business (Brooksbank, 1994; Devlin, Ennew and Mirza, 1995; Porter, 1996). Positioning is a strategic concept, which has a close interlink with industrial products and services. In other words, company delivered value positioning in its unique way to the consumers (Webster, 1991). Parikshat (2010) researched was to focus on the consumer's perspective on the importance and products brand's performance, which involved a Strategic Brand Positioning Analysis of hair oil brands in Indian market. Survey was done by Market Research Society of India among the first three upper classes of society based on education and occupation. The outcome focus on how to differentiate the brand from the market on the basis of three factors, namely Transaction, Benefit and Composition factors. Also Brand was defined to be a product, which was added to many dimensions that had differentiated in some way from other products. Brand was designed to satisfy the same needs (Keller et al., 2002). A sample of 940 executives in 68 countries by Boston Consulting Group found that Apple was the number one brand among the most innovative brands list (Nussbaum, 2005). Christoph and Adamantios (2010) explored the overall positioning strategies effectiveness from a consumer perspective. Two studies were conducted, which were within and between subjects design. This was to target at the positioning success of real brands, differentiation, and credibility. Another study was the brand specific control, category specific product, and socio demographic influences. 50 purposive samples consumers were selected to participate to this study. They were age from 21 to 59 years old and 60% were male. The results indicated that positioning strategy did affect brand-positioning success. Laura, Oscar and David (2013) explored graphic communication conveyed emotion and perception could alter by brand positioning. Different gender perceived images in different ways and so do brand. This study would evaluate by a Likert scale with nine intervals and 274 students, aged 19 would be participated in this study. 60 photos from the International Affective Picture System would be used to analysis the well-recognised and positioned brand in the market. The findings suggested that the picture did affect each gender and also brand

A Monthly Double-Blind Peer Reviewed Refereed Open Access International e-Journal - Included in the International Serial Directories.
**International Research Journal of Marketing and Economics (IRJME) ISSN: (2349-0314)**

57 | P a g e

positioning impact man and woman differently. Therefore, to leave a deep impression of brand positioning, graphic campaigns would play a great impact on consumer's attention and memory. Hasim and Eldiam (2013) analysed factors that influence consumer's trust in the global brands and 2010 questionnaires were conducted and had collected to test on consumer trust for global brands. The results had shown that brand trust had a strong significant influence in the consumer loyalty and it did have a positive impact on the consumer preference. So brand positioning could differ from brand expression communicated by the company. According to Editorial (2008) studied that brand positioning was important as it created the awareness of the brand, which led to how consumers perceive the brand through brand recognition to top of mind awareness. Brooks bank (1994) highlighted between higher and lower performing marketing practices in United Kingdom had discovered that to have a long-term success in company's offering, it must be well positioned in the market place.

**Figure 1: A Conceptual Model for Apple iPads Brand positioning**
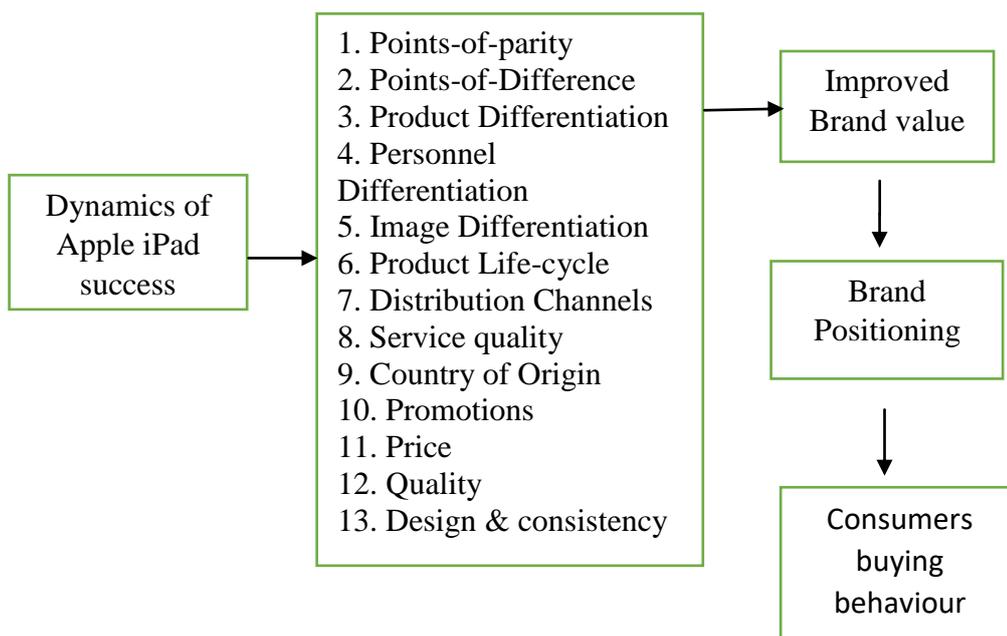


Different types of products and services endowing the dynamics of brand positioning such as points-of-parity, points-of-difference, product, image and personal differentiation, distribution channels, product life cycle, service, communication, price, country of origin, quality, consistency and many more could cause Brand value improvement that led towards

A Monthly Double-Blind Peer Reviewed Refereed Open Access International e-Journal - Included in the International Serial Directories.
**International Research Journal of Marketing and Economics (IRJME) ISSN: (2349-0314)**

58 | P a g e

buying behaviour of iPad. Branding created mental structure, which helped to organise consumer's product knowledge and clarifies their thought on decision making, which would create value to the Apple.

**Research Methodology**

As Singapore was one of the most iPad-crazy countries in the world as judging by the data from auction website eBay (Chee, 2010), a population of iPad users of Singapore was chosen. This study analysed an insight in to the dynamics that stimulus the Apple iPads brand positioning among Singapore Consumers. The study was based in cooperation with primary and secondary data. Structured Questionnaire was used as research instrument for collecting the primary data from the respondents and questionnaires were based on research objectives of the research. Closed ended questions, dichotomous questions and likert scales were employed to the research study. In total, 250 questionnaires were distributed among the Singapore customers on Convenience sampling. Due to unfinished responses, the effective response curved out to be 238 respondents of multi races yielding a response share of 95%. Descriptive design was employed to study the dynamics that stimulus the Apple iPads brand positioning among Singapore Consumers. According to (Saunders et al. 2008) Descriptive study aims at portraying the characteristic of a group or the situation accurately. It enabled the researchers to present the picture of spectacle under the investigation. Statistical tools were used for analysis. The respondents belong to the age group of 18 to 45 and a sample size of 40 was verified for pilot test. This pilot test was employed and with the help of it slight modifications were made in questionnaires and were structured in a correct way for the final data collection and analysis.

**Limitations of the Study**

While studying an insight in to the dynamics that stimulus the Apple iPads brand positioning among Singapore Consumers, the researcher has selected only brand positioning rather than other factors such as customer delight and customer relationship management which is the main limitation of this study. The data analysed the sample size of 238 as a substitute for whole population and this is also a limitation of this study.

**Analysis and Interpretations of Brand Positioning**

This section of brand positioning showed how consumers perceived the brand in relation to competitors' brand in the market. So Positioning was an act in placing Apple as brand in consumer's mind over and against the competitors. This positioning would firm up the brand value by the benefits, service range, price, store accessibility, company's high tech image, quality, etc.

A Monthly Double-Blind Peer Reviewed Refereed Open Access International e-Journal - Included in the International Serial Directories.
**International Research Journal of Marketing and Economics (IRJME) ISSN: (2349-0314)**

59 | P a g e

**Table 1** - **Frequency of Respondent's Perspective towards Apple's positioning**

| Perspective of Apple's Positioning | Respondents | Total (%) |
|---|---|---|
| Consistency | 100 | 42.0 |
| Superior Quality | 71 | 30.0 |
| Nothing | 38 | 16.0 |
| Value for money | 29 | 12.0 |
| **Total** | **238** | **100** |

Table 1 shows the consumer's perspective of Apple's positioning as 42% for consistency, 30% for Superior Quality. 16% for consumers with no opinion of what they think about Apple and 12% would think Apple as value for money. This reflected that Apple has a good Total Quality Management as their products were in consistency over the world and were superior in quality.

**Table 2** - **Frequency of Respondents' towards Brand Change**

| Respondent's Change in Brand | Respondents | Total (%) |
|---|---|---|
| Sometimes | 88 | 37.0 |
| Never | 140 | 59.0 |
| Very Often | 10 | 4.0 |
| **Total** | **238** | **100** |

In table 2, 37% of the consumers seldom changes their brands and 59% would not change their brand but yet only 4% would change quite often. Therefore, the consumers are highly induced and attracted by the Apple brand which shows that Apple place first and it has a good brand position. Consumers are loyal and trust the Apple brand which would built success throughout their journey provided that Apple is in the attitude of continuous improvement process.

**Table 3** - **Frequency of Respondent's towards Purchase Experience with Apple**

| Respondent's Purchase Experience | Respondents | Total (%) |
|---|---|---|
| Very Good | 145 | 61.0 |
| Moderately Good | 64 | 27.0 |
| Good | 29 | 12.0 |
| **Total** | **238** | **100** |

A Monthly Double-Blind Peer Reviewed Refereed Open Access International e-Journal - Included in the International Serial Directories.
**International Research Journal of Marketing and Economics (IRJME) ISSN: (2349-0314)**

60 | P a g e

Table 3 presented that there are 61 % of the consumers had a great purchase experience with Apple and12% found it Good. 0% was found for Bad and Very Bad categories. This reflected that the Apple's control management strategy was good, as they had ensured consumers and proved its brand positioning that could experience them with great time and none of the consumers had bad impression on Apple.

**Table 4** - **Frequency in Respondent's knowing about Apple**

| Perspective of Apple's Positioning | Respondents | Total (%) |
|---|---|---|
| By Family | 80 | 34.0 |
| by Friends | 62 | 26.0 |
| News | 48 | 20.0 |
| Through Website | 38 | 16.0 |
| Through Stores | 10 | 4.0 |
| **Total** | **238** | **100** |

Table 4 indicated that consumers who came to know about Apple by their family, which hold 34%, 26% by their friends, 20% by news, 16% by website and stores by 4%. This showed that word of mouth strategy was a very great marketing tool for Apple advertisement.

**Table 5 - Rank Correlation of the Importance Level of Apple's Attributes**

| | | A_Rank After- Sales Service | B_Rank Price | C_Rank Store and Accessibility | D_Rank Design | E_Rank Product Quality | F_Rank Functionality | G_Rank Efficient for your Job |
|---|---|---|---|---|---|---|---|---|
| After-Sales Service (A) | Correlation Coefficient | 1.000 | .027 | .303[**] | -.221[*] | -.437[**] | -.491[**] | -.450[**] |
| | Sig. (2-tailed) | | .788 | .002 | .027 | .000 | .000 | .000 |
| Price (B) | Correlation Coefficient | .027 | 1.000 | -.049 | -.099 | -.165 | -.248[*] | -.471[**] |
| | Sig. (2-tailed) | .788 | | .628 | .325 | .100 | .013 | .000 |
| Store and Accessibility (C) | Correlation Coefficient | .303[**] | -.049 | 1.000 | -.310[**] | -.427[**] | -.356[**] | -.405[**] |

| | | | | | | | |
|---|---|---|---|---|---|---|---|
| | Sig. (2-tailed) | .002 | .628 | | .002 | .000 | .000 | .000 |
| Design (D) | Correlation Coefficient | -.221[*] | -.099 | -.310[**] | 1.000 | -.110 | -.033 | .021 |
| | Sig. (2-tailed) | .027 | .325 | .002 | | .277 | .747 | .832 |
| Product Quality (E) | Correlation Coefficient | -.437[**] | -.165 | -.427[**] | -.110 | 1.000 | .296[**] | .185 |
| | Sig. (2-tailed) | .000 | .100 | .000 | .277 | | .003 | .065 |
| Functional ity (F) | Correlation Coefficient | -.491[**] | -.248[*] | -.356[**] | -.033 | .296[**] | 1.000 | .221[*] |
| | Sig. (2-tailed) | .000 | .013 | .000 | .747 | .003 | | .027 |
| Efficient for your Job (G) | Correlation Coefficient | -.450[**] | -.471[**] | -.405[**] | .021 | .185 | .221[*] | 1.000 |
| | Sig. (2-tailed) | .000 | .000 | .000 | .832 | .065 | .027 | |
| | Total (N) | 238 | 238 | 238 | 238 | 238 | 238 | 238 |

**Correlation is significant at the 0.01 level (2-tailed)

* Correlation is significant at the 0.05 level (2-tailed)

The Table 5 showed output correlation between the importance of apple iPad attributes that creates purchase behaviour. With the significance level of 0.01, the Table shows that only two attributes has positive correlation such as A with C and E with F, with the values 0.303 and 0.296. Negative correlations were also reflected in this Table, like A with E, F and G having a negative correlations, with the values – 0.437, -0.491 and -0.450 which shows that after sales service has a negative relationship with product quality, functionality and features that are efficient for the job which prove that apple iPad brand quality is good which requires no after sales service. B with G had negative correlations, with the value at -0.471. C with D, E, F and G had negative correlations, which significance level at -0.310, -0.427, -0.356 and -0.405. This interpret that consumers found that service and store location reflected that Apple as a premium brand and Quality of the Product and the Functionality would not stop them to create buying behaviour as Apple had positioning themselves as Benefit Positioning.

A Monthly Double-Blind Peer Reviewed Refereed Open Access International e-Journal - Included in the International Serial Directories.
**International Research Journal of Marketing and Economics (IRJME) ISSN: (2349-0314)**

62 | P a g e

**Table 6 - Correlations of Agreeing Apple's Product**

| | | influence by the country-of-origin | assembled in China, it does affect my product | country-of-origin with the performance | stereotype towards certain countries- | biased towards certain countries- | willing to queue long hours for | lookout for any Apple launches |
|---|---|---|---|---|---|---|---|---|
| I am influence by the country-of-origin of a product | Pearson Correlation | 1 | .445** | .683** | .497** | .592** | .034 | -.249* |
| | Sig. (2-tailed) | | .000 | .000 | .000 | .000 | .738 | .013 |
| If Apple products are assembled in China, it does affect my purchase | Pearson Correlation | .445** | 1 | .576** | .480** | .439** | .087 | -.353** |
| | Sig. (2-tailed) | .000 | | .000 | .000 | .000 | .388 | .000 |
| I do associate the country-of-origin with the performance quality | Pearson Correlation | .683** | .576** | 1 | .801** | .783** | -.001 | -.361** |
| | Sig. (2-tailed) | .000 | .000 | | .000 | .000 | .994 | .000 |
| I am stereotype towards certain countries-of-origin | Pearson Correlation | .497** | .480** | .801** | 1 | .920** | -.087 | -.477** |
| | Sig. (2-tailed) | .000 | .000 | .000 | | .000 | .391 | .000 |
| I am biased towards certain countries-of-origin. | Pearson Correlation | .592** | .439** | .783** | .920** | 1 | .006 | -.358** |
| | Sig. (2-tailed) | .000 | .000 | .000 | .000 | | .953 | .000 |
| I am willing to queue long hours for Apple products | Pearson Correlation | .034 | .087 | -.001 | -.087 | .006 | 1 | .523** |
| | Sig. (2-tailed) | .738 | .388 | .994 | .391 | .953 | | .000 |

A Monthly Double-Blind Peer Reviewed Refereed Open Access International e-Journal - Included in the International Serial Directories.
**International Research Journal of Marketing and Economics (IRJME) ISSN: (2349-0314)**

63 | P a g e

| I always lookout for any Apple launches products | Pearson Correlation | -.249* | -.353** | -.361** | -.477** | -.358** | .523** | 1 |
|---|---|---|---|---|---|---|---|---|
| | Sig. (2-tailed) | .013 | .000 | .000 | .000 | .000 | .000 | |
| | Total (N) | 238 | 238 | 238 | 238 | 238 | 238 | 238 |

**Correlation is significant at the 0.01 level (2-tailed)

* Correlation is significant at the 0.05 level (2-tailed)

The above table 6 consisted of the correlation between the agreements of the attributes that needed consumer to make a purchase decision. With the significance level at 0.01, the table indicated that A with B, C, D and E were positively correlated. The highest correlation for A was with C (0.683) and was closely followed by E (0.592). B with C, D and E were positively correlated, which the highest correlations were C (0.576) and then D (0.480), and only with G it was a negatively correlation as the significant level at -0.353.C with D and E were positively correlated and their significant level at 0.801 and 0.783. Yet with G, a negatively correlation reflected as the significant level at -0.361. D with E was positively correlated, which significant level at 0.920 but a negative correlation was G as significant level at -0.477. E with G also reflected a negative correlation as significant level at -0.358. Lastly F with G was positively correlated as significant level at 0.52. This could reflect that Apple had made effort in controlling the image, quality control and their design. Over the years, Apple has maintained their brand and quality in order consumers could increase their trust with Apple that though their products were produce in china but they are in control as there was high significant level that consumers were affected by the countries-of-origin. However, consumer are eager to buy products though they still look out for the new lunches.

**Conclusions**

Apple is an American multinational company and has established since 1976. The product has chosen to study is iPad as Apple has a distinctive aesthetic appeal that is simplicity and straightforwardness. This aesthetic is just the surface of Apple's deeper design principle, which is the cutting-edge technology that is easy to use, simply phrased as user friendliness (Adamson, 2008). Consumer buying behaviour is very much depends and influence by the variety of matters. Apple can make an attractive advertisement and to avoid media cluttering. Apple use celebrities to endorse the products can target another group of segment. Celebrity endorsements have bonding with the demand of instant recall, brand awareness, and

A Monthly Double-Blind Peer Reviewed Refereed Open Access International e-Journal - Included in the International Serial Directories.
**International Research Journal of Marketing and Economics (IRJME) ISSN: (2349-0314)**

64 | P a g e

emotional. This is a marketing tool that marketers can create and promote awareness their products (Muruganantham and Kaliyamoorthy, 2009). Finally, this helps Apple to position its Brand.

## References

Adamson, A.P., 2008. Brand Digital: Simple Ways Top Brands Succeed in the Digital World. 1st ed, New York: Palgrave Macmillan.

Anderson, E. and Weitz, B., 1992. The Use of Pledges to Build and Sustain Commitment in Distribution Channels. *Journal of Marketing Research*, 29(1), pp.18-34.

Apple Inc, 2017. Apple Store. [online] Available at: <http://store.apple.com/us> [Accessed 28 March 2017].

Bosnjak, M., 2010. Negative Symbolic Aspects in Destination Branding: Exploring the Role of the 'Undesired Self' on Web-based Vacation Information Search Intentions among Potential first-time Visitors. Journal of Vacation Marketing, 16, pp.323-330.

Brooksbank, R., 1994. The anatomy of marketing positioning strategy. *Marketing Intelligence & Planning,* 12(4), pp.10-14.

Chacko, H. E., 1997. Positioning a tourism destination to gain a competitive edge. *Asia Pacific Journal of Tourism Research*, 1(2), pp.69-75.

Chee, K., 2010. S'porean among top iPad buyers. Asiaonenews: mypaper. [online] Available at: <http://news.asiaone.com/News/Latest%2BNews/Tech/Story/A1Story20100521-217532.html> [Accessed 3 Aug 2014].

Christoph, F. and Adamantios, D., 2010. Evaluating the effectiveness of brand positioning strategies from a consumer perspective. *European Journal of Marketing*, 44(11/12), pp.1763 -1786.

Editorial. 2008. Know thy changing consumer. *Journal of Brand Management*, 15, pp.227-231.

Hasim, D. and Eldiam, B., 2013. Consumers trust in the global brands: empirical analysis in the context of consumer perspective. *European Scientific Institute*, 9(1), pp.61-74.

Jacoby, J., 1976. Consumer Psychology: An Octennium. *Annual Review of Psychology*, 27, pp.331-358.

Keller, K.L. and Richey, K., 2006. The importance of corporate brand personality traits to a successful 21st century business. Journal of Brand Management, 14, pp.74-81.

Keller, K. L., Sternthal, B. and Tybout, A., 2002. Three questions you need to ask about your brand. Harvard Business, 80(9), pp.80-89.

A Monthly Double-Blind Peer Reviewed Refereed Open Access International e-Journal - Included in the International Serial Directories.
**International Research Journal of Marketing and Economics (IRJME) ISSN: (2349-0314)**

65 | P a g e

Kumar, V., 2008. Managing Customers for Profit: Strategies to Increase Profits and Build Loyalty, Upper Saddle River, N.J.: Wharton School Pub.

Laura, E.F., Oscar, Z.A. and David, L.A., 2013. Title: Comparison of gender in the perception of the image and its relationship with the brand positioning. *European Scientific Institute*, 9(32), pp.310-324

LePla, F.J. and Parker, L.M., 2002. Integrated Branding: Becoming Brand-Driven Through Company-Wide Action, London; Milford (USA): Kogan.

Muruganantham, G. and Kaliyamoorthy, S., 2009. Celebrity Effect on Brand Positioning: A Study with referenec to Female persoanl care products. *The International Journal of Applied Management and Technology*, 7(1), pp. 63-78.

Nussbaum, B., 2005. *Get creative.* BusinessWeek, pp.61-68.

Parikshat, S.M., 2010, Strategic Brand Positioning Analysis through Comparison of Cognitive and Conative Perceptions. *Journal of Economic, Finance, Administration Science*, 15(29), pp.15-33.

Pike, S., and Ryan, C., 2004. Destination positioning analysis through a comparison of cognitive, affective and conative perceptions. Journal of Travel Research, 42(4), pp.333-334.

Saunders, M., Lewis, P. and Thornhill, A., 2008. *Research Methods for Business Students.* 5th ed. Essex: Pearson Education Limited.

Webster, J.F.E., 1991. *Industrial marketing strategy*. 3$^{rd}$ ed. New York: John Wiley & Sons, Inc.

A Monthly Double-Blind Peer Reviewed Refereed Open Access International e-Journal - Included in the International Serial Directories.
**International Research Journal of Marketing and Economics (IRJME) ISSN: (2349-0314)**

66 | P a g e