APPENDIX : A

SCHEDULE EMPLOYED FOR INTERVIEWING THE MARKETER RESPONDENTS

General Information

1. Name of the Manager :
2. Office address :
   - Tele No :
   - Mobile No :
3. Appointment :
4. Age :
5. Years of service in the Organisation :
6. Residential address :
   - Tele No :
PART: A

Significance of positioning marketer's point of view

1. Positioning of the product measures the essence (mission and major objectives) of the marketing objective.

2. Success of an organisation largely depends on successful brand positioning.

3. Brand positioning provides the base for other marketing strategies.

4. Positioning provides competitive advantage to the marketers.

5. Positioning helps to increase market share.

6. Positioning helps to penetrate new market.

PART: B

Focus of the corporate sectors on positioning in the changed economic scenario

1. Before liberalisation much focus of automobile industry was not on brand positioning strategies, as only two brands (Ambassador and Fiat) were available to the customers.

2. Maruti was the first automobile company in India, which created the market with a totally differentiated product.

3. Maruti standard (800 cc) was different in terms of its attributes and was not competing with two available brands (i.e., Ambassador and Fiat) and thus has not emphasised much on positioning strategies.
The Indian Automobile market started concentrating on Brand Positioning Strategies only after liberalisation.

After liberalisation, the following market experiences in automobile sector compelled the marketers to come out with more aggressive positioning strategies.

(a) The freedom enjoyed by the public sector automobile units has been curtailed.

(b) Financial support available to the public sector units have been minimised.

(c) Through deregulation, private sector was allowed to grow and made the Indian automobile market more competitive.

(d) Liberalisation resulted in innovative management, which led to aggressive strategies.

(e) Continuous innovative effort of R & D added number of functional and non-functional attributes, which resulted aggressive positioning strategies.

(f) After liberalisation supply of passenger car increased but demand has not increased proportionately. This over capacity of passenger car production leads to aggressive positioning strategy.

The following attributes of substitute brands of cars offered by the marketers have changed the attitude of users.

(a) Performance

(b) Fuel efficiency

(c) Service network

(d) Operational expenses
The changed attitude of customers compelled the manufacturers to think in terms of the following parameters:

(a) High Quality
(b) Innovation in management.
(c) Importance of R & D.
(d) Cost effective manufacturing.
(e) Introduction of product range with new models, more attributes and better product performance to optimise consumer’s satisfaction.

The competitive automobile market has also changed the attitude of the automobile dealers in terms of the following:

(a) Quicker and regular delivery of the vehicle. (Purchase satisfaction)
(b) Participation in the sales promotion strategies.
(c) More and better services to the customers. (Service satisfaction)
(d) Extend financial options to the customers.

The competitive market situation has compelled the marketers to expand the volume of the passenger cars through more effective positioning strategies.

PART: C

Before liberalisation your organisation used to practice the following strategies:
(a) Positioning by attribute.
(b) Positioning with respect to benefit.
(c) Positioning by price-quality.
(d) Positioning with respect to use or application.
(e) Positioning with respect to product class/category.
(f) Positioning by corporate identity.
(g) Positioning by target audience.
(h) Positioning by brand endorsement.
(j) Positioning by competitor.
(k) Positioning by emotions.
(l) Positioning based on brand personality.
(m) Commercial Positioning.

After liberalisation (Presently) your organisation implemented the following positioning strategies:

(a) Positioning by attribute.
(b) Positioning with respect to benefit.
(c) Positioning by price-quality.
(d) Positioning with respect to use or application.
(e) Positioning with respect to product class/category.
(f) Positioning by corporate identity.
(g) Positioning by target audience.
(h) Positioning by brand endorsement.
(j) Positioning by competitor.
(k) Positioning by emotions.
(l) Positioning based on brand personality.
(m) Commercial Positioning.

The following reasons have compelled your organisation for shifting to the above strategies:

(a) Customer needs.
(b) Competitors aggressive strategy.
(c) Your own initiative.

Your Brand Positioning strategy mainly focused on the following product attributes:

(a) Product Design - Exterior.
(b) Product Design - Interior.
(c) Performance.
(d) Safety.
(e) Value for money.
(f) Comfort.
(g) Driving pleasure.
(h) Durability.
(j) Assurance. (Availability of spares, maintenance
Your brand positioning strategy mainly focused on the following emotional parameters:

(a) Ideological Parameters.
   (i) Nationalism.
   (ii) Ecology

(b) Psychological parameters like personal satisfaction.

(c) Sociological parameters
   (i) Friendship
   (ii) Group Identity formation
   (iii) Life Style

(d) Cultural parameters
   (i) Leadership
   (ii) Strong corporate image

**PART: D**

**Effectiveness of the present market positioning strategies which are being followed by the marketers**

The present marketing strategy has created a positive perception in the minds of the consumers.
2. Implementation of the present strategy has increased the market share.

3. The present strategy has increased profitability.

4. The present strategy has increased brand identity/brand image.

5. Adoption of the strategy has helped to penetrate new market segment.

6. The current strategy has increased brand loyalty.

7. Adoption of the strategy has increased brand awareness.

8. Through strategy we have been able to create association between car and customer needs.

9. Execution of the strategy has increased perceived quality of the brand.

10. Present strategy has given a competitive advantage over the competitors.

11. Implementation of present positioning strategy is one of the reasons of success of your brand.

12. In your opinion which of the following functional parameters are important to the customers:

   (a) Product Design - Exterior.

   (b) Product Design - Interior.

   (c) Performance.

   (d) Safety.

   (e) Value for money.

   (f) Comfort.

   (g) Driving pleasure.
13 In your opinion which of the following emotional parameters are important to the customers:

(a) Styling of the car.
(b) Concern for ecology.
(c) Social status of customer.
(d) Satisfaction of customers.

PART E

More viable and meaningful strategies which may work well in the prevalent market condition in India

1 Out of the following available strategy / strategies which strategy / strategies you perceive most important in India.

(a) Positioning by attribute.
(b) Positioning with respect to benefit.
(c) Positioning by price-quality.
(d) Positioning with respect to use or application.
(e) Positioning with respect to product class / category.
(f) Positioning by corporate identity.
(g) Positioning by target audience.
(h) Positioning by brand endorsement.
You are recommending the above strategy / strategies because of the following reasons:

(a) Customers want value for money.
(b) Customers consider functional parameters important for them.
(c) The manufacturer’s name and reputation is important for the customers.
(d) Customers compare the cars in the same category before making purchase decision.
(e) Customers consider status is important for him.
(f) Consumers are concerned about ecology.
(g) Consumers are influenced by the advertisements and the personality referred in the advertisement.