Brand positioning strategy

Sánchez Trinidad Rosa del Carmen[1], Soto Pérez Rodolfo[2,] Catillo Méndez
Roció del Carmen[3]Sánchez Cruz Samantha[4,]De Dios Domínguez
Wilber[5,]Aguirre Andrade Antonio[5]

[1](*Universidad Popular de la Chontalpa*)

Abstract:*Its objective is to identify the current positioning of horchata brands that are sold in the main sales points of the city of H.Cárdenas, Tabasco. In this sense it was necessary to identify the different positioning measurement models, using the one proposed by (Mullins, Walker, Boyd &Larreché, 2007). A mixed investigation was carried out using various multivariable methods and analysis, firstly, it was necessary to identify the horchata brands that are marketed, for this purpose a qualitative investigation was carried out that resulted in the identification of the horchata brands that are: La Mestiza , the Chontal, Flor de Tabasco, the Sureña, the Sultana and the Princess. Then, to comply with the positioning evaluation methodology, it was necessary to identify the attributes that consumers seek in horchatas, in order to obtain this result.*

Background*: This research aims to identify the positioning of the horchata brands that are marketed in the main sales points of the city of H.Cárdenas, Tabasco. It was necessary to identify the different positioning measurement models. Likewise, a mixed investigation was carried out using various multivariable methods and analyzes. After this, the horchata brands that are marketed through qualitative research were identified, in the same way the attributes that consumers seek in horchatas were identified, through the interview method. Finally, a quantitative, transectional investigation was carried out with the intention of evaluating the attributes in the marks and, the results obtained are visualized by means of graphs of perceptual maps.*

Materials and Methods*: A mixed investigation was carried out using various multivariable methods and analysis, firstly, it was necessary to identify the horchata brands that are marketed, for this purpose a qualitative investigation was carried out that resulted in the identification of the horchata brands that are: La Mestiza , the Chontal, Flor de Tabasco, the Sureña, the Sultana and the Princess. Then, in order to comply with the positioning evaluation methodology, it was necessary to identify the attributes that consumers seek in horchatas, in order to obtain this result a qualitative investigation was carried out with the interview method. Subsequently, a quantitative, transectional investigation was carried out with the intention of evaluating the attributes in the marks, finally, the results were plotted in perceptual maps.*

Results*: With all the information collected during this investigation we can conclude that the attributes that consumers look for in horchata brands are performance and flavor. The best positioned brand in the Cárdenas market, Tabasco is the mestizo, it should be noted that this brand is originally from the city of Cárdenas, Tabasco*

Conclusion:*To reach the expected results, a series of activities were carried out, it was first necessary to rely on a qualitative investigation that was based on the observation method and a data collection sheet was used as an instrument where we could observe that the marks of horchatas that were sold in the different points of sale are: the mestizo, the flower of Tabasco, the sultana, the princess, the southern and chontal we were interested in knowing what was the perception that consumers had about each product for this we conducted a survey in the points of sales where we could know the opinion of each one of them we really got to know the attributes that are sought in the product since we had the idea that most consumers look for an economic product but when analyzing all the information obtained we could realize that the Current customer seeks to satisfy their tastes and needs with products that meet their expectations and is Today it is very important to know what the demands of consumers are because we are in a time where there is a lot of competition and consumers have the freedom to try the different products and in the end decide which one to buy.*

Key Word*: Brand, positioning, market, customer*

I. Introduction

Horchata is a sugary drink that, depending on the products used for its preparation, can be referred to as: rice, coconut, almond, melon seed among others. In the southeast of Mexico, handmade horchata syrups are produced. The states of Veracruz, Tabasco, Yucatán and Campeche stand out mainly. This drink is suitable to accompany typical dishes of this region such as the cochinitapibil that is from Yucatan. Horchata is a product

that is not only consumed in Mexico but also in various parts of the world and, just to mention some countries, in Honduras horchata is prepared by grinding with small amounts of water: rice, morro seeds and cinnamon . Often other ingredients are added to the mixture, including ayote and peanut seeds. Traditionally it is prepared with water and sugar, it is also common to add small slices of lemon peel as the last ingredient, and in El Salvador it is primarily from morro seeds and not from rice (FAO, 2009). Horchata is a traditional drink in several countries of Central America, such as El Salvador, Honduras and Nicaragua and consists of an instant flour of roasted and ground grains, among which are used seed of morro, peanut, sesame, almonds and cereals, like corn or rice The process consists of selecting the beans, roasting them separately, mixing them, grinding them and packing them. This flour is the basis for preparing the soft drink to which sugar and ice is added (FAO, 2009).

High competitiveness today has not left aside even products such as horchata which is undergoing changes over the competition it presents and its presence is increasingly noticeable in supermarket shelves, convenience stores and in Tabasco homes , with the arrival of new brands to the market. In Tabasco the horchata is among the traditional drinks of the region and is also accompanied by dishes such as mole, cochinitapibil, barbecue, tacos among others.

The purpose of this research is to know the current positioning of horchata brands in the city of H. Cárdenas, Tabasco, in order to identify the positioning of each of the most notorious horchata brands in the Cárdenas market, Tabasco; Because it is observed that this product currently has an extensive offer in the shelves of supermarkets and the main grocery stores, considering that housewives are the decision makers in this type of products, these are becoming more demanding when selecting a product for your family's consumption. And starting from this, it is important to know the positioning and determine which is the best positioned horchata brand in the market of the city of H. Cárdenas, Tabasco.

II. Material And Methods
There are many methods to measure brand positioning proposed by various authors and specialists in the area, for this research the proposal of (Mullins, Walker, Boyd, &Larreché, 2007) was used. It says that to measure the positioning must be done through a seven step process that are: step one; Select a relevant set of competing offers that serve a target market. Step two: Identify the set of critical attributes or important determinants for customers in that target market. Step three: Collect information from a sample of customers about their perceptions of the various offers. Step four; Analyze the information to determine the current position of the product in the mind of the customers and the intensity of it, as well as that of the competitors, to know what position it occupies. Step five; Determine the combination of the determining attributes most preferred by customers. Step six; Examine the preferences of a specific target segment of customers and the current positions of competitive offers. And finally; Write a concise phrase that communicates the positioning decision they have reached.

Although the horchata market is quite well known, it was necessary to apply a mixed methodology, since it required a culative investigation and a cunatitative investigation, the first one basically aimed to identify the competitors of the market, also served to identify the attributes that consumers look for in horchatas. The competing brands that were identified in the market were: La Mestiza, La Chontal, Flor de tabasco, La Sureña, La Sultana and La Princesa. On the other hand, the list of identified purchasing evaluation attributes were; flavor and performance, that is, consumers look for a pleasant taste in a horchata and yield at the time of preparation. For the calculation of the sample, it was estimated a young population of legal age, who are housewives, who make their purchases in the main points of sale of the city of H. Cárdenas, Tabasco. The population is unknown, for the calculation of the sample the sample formula was used for infinite populations, with a confidence interval of 90% and a margin of error of 5%. This determined a sample of 255 people to be surveyed, the selection of the sample was not probabilistic by quotas, the criterion was to perform 50 surveys in the main points of sales, which were; Soriana, Aurrera, Chadraui, super Sanchez branch center, and Abarrotera Monterrey branch center. For the quantitative research, a questionnaire designed exclusively for this research was applied (see appendix 1), considering the brands and attributes identified above, the data analysis was carried out through a multivariate analysis, basically a data matrix was generated where each person Evaluate each brand based on your perception of brand attributes. For the processing of the information, frequency tables were made where fashion was the final result.

III. Result
The results of this investigation were obtained from a sequence of steps that required various methods and a statistical analysis to be able to graph.

With the information collected we obtained as a result that customers prefer first the brand of horchata the mestizo because they consider it rich and of good taste despite the fact that within the same competing brands this horchata has a high price, secondly they prefer the Chontal brand and consider it regular and

profitable but they mention that it lacks something in its flavor, thirdly consumers prefer the La Flor de Tabasco horchata, because it has a good taste but they mention that its performance is low, the opinion as to The La Sureña brand was that its performance is low and it does not have such a rich taste others felt that its defect is that it is very sweet, the southern and the princess were among the least preferred by consumers.

With all the information collected during this investigation, it is concluded that the attributes that consumers look for in horchata brands are performance and flavor. The best positioned brand in the Cárdenas market, Tabasco is the mestizo, it should be noted that this brand is originally from the city of Cárdenas, Tabasco.

IV. Discussion

From the beginning, in the investigation, it was defined to study the positioning of the horchata brands that are commercialized in the main points of sale of the city of H. Cárdenas, Tabasco. Whereas the families of the city consume horcahta at least once a week. On the other hand, the qualitative phase showed the brands that are marketed in the city of H. Cárdenas, Tabasco, as well as the attributes that important and valuable consumers consider when selecting a horchata brand (see table 1). The results of the research are based on a statistical analysis of the survey responses (see appendix 2). For the statistical analysis of data, frequency tables were used. Finally, the final result is plotted using a perceptual map where the positioning of the different horchata marks is visualized (see figure 1).

Table 1 Attributes considered

Attributes considered	Average
That the horchata taste good	4.9
That the horchata has a good aroma	4.6
That the horchata has a low price	3.4
That the horchata has a recognized brand	3.7
That the horchata has a good	3.0
That the horchata is a surrender	4.8
Scale from 1 to 5, being 1 = nothing and 5 = Very important	

Source: own elaboration based on the interview (2016)

Table 2. Distribución de frecuencia

THE MESTIZA		THE CHONTAL		THE PRINCESS	
PERCEPTION	SCORE	PERCEPTION	SCORE	PERCEPCION	SCORE
DELICIOUS	158	DELICIOUS	78	DELICIOUS	5
GOOD	80	GOOD	198	GOOD	45
WITHOUT FLAVOR	0	WITHOUT FLAVOR	3	WITHOUT FLAVOR	228
REGULAR	12	REGULAR	60	REGULAR	99
CONSISTENT	135	CONSISTENT	46	CONSISTENT	8
THE FLOWER OF TABASCO		**THE SULTANA**		**THE SUREÑA**	
PERCEPTION	SCORE	PERCEPTION	SCORE	PERCEPCION	SCORE
DELICIOUS	96	DELICIOUS	23	DELICIOUS	45
GOOD	222	GOOD	15	GOOD	68
WITHOUT FLAVOR	1	WITHOUT FLAVOR	28	WITHOUT FLAVOR	27
REGULAR	8	REGULAR	238	REGULAR	210
CONSISTENT	58	CONSISTENT	81	CONSISTENT	35

Source; Own elaboration

In this graph called the perceptual map (see figure 1) it allows to know the positions relative to six horchata marks and the position that each one occupies in relation to the variants defined above, so the brand La Mezstiza is the best positioned brand because in Consumers find the attributes they value most, in this case it is taste and performance, in the opposite direction the Princess brand occupies the lowest position so this brand should value its offered attributes and should resort to a repositioning of the brand.
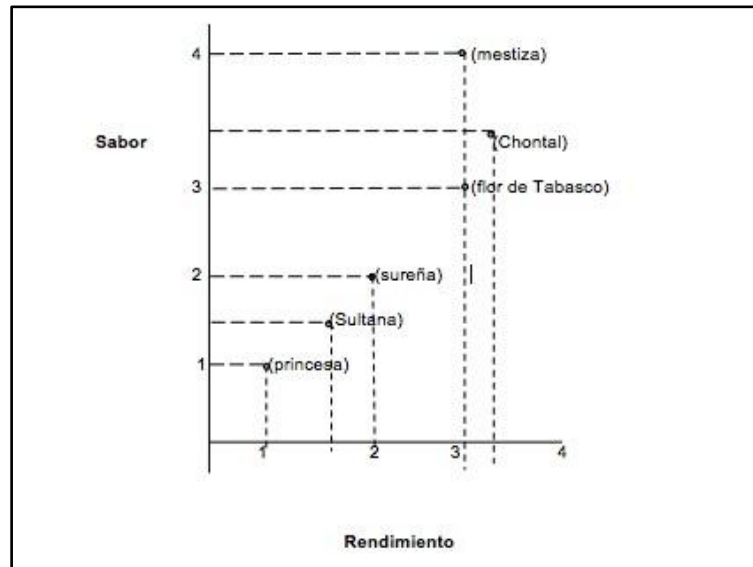
Figure 1. *Perceptual map of horchata marks*

Source; Ownelaboration

Finally, the perception of the brands was found as follows (see table 3). Highlighting the word that consumers describe of each brand, highlighting the brand La mestiza as a brand of good taste, each brand has a position in the minds of consumers, it is the task of the marketing people of the brand to assess whether the position that Occupies your brand is desired or not.

Table 3. *Perception of the marks*

Marcas de horchatas	Percepción
Mestiza	Good taste
Chontal	Good
Flower of Tabasco	Recognized
Sultana	brand Goodprice
Princesa	It's easy
Sureña	Low quality

Source; Ownelaboration

V. Conclusion

The results demonstrate the need for brands to compete with strategy and that positioning should not be the result of chance, rather it should be a strategic selection, competitors must first be identified, then their positioning evaluated and finally sought a desired position that no other brand has, in this way it is possible to be competitive. The results of this research are of great importance for competing brands or for brands that wish to compete in the future, as this research shows the brands that dispute the market as well as their position in the minds of consumers.

With this investigation it is possible that any mentioned brand can design strategies for the marketing mix with greater precision, in short the position of horchata brands of the city of Cárdenas, Tabasco, are expressed in Figure 1, where it is concluded that There are six brands of horchata show positioning.

Researchers interested in continuing our research could focus on data analysis in multivariate statistical techniques, it is very important to pay attention to data analysis. In many marketing books the word positioning is mentioned but the existing bibliography where a methodology is manifested to evaluate the positioning of brands is scarce, the method proposed by the authors is recommended (Mullins, Walker, Boyd, &Larreché, 2007) for being Those who present a digestible methodology for any researcher, it is important that each brand knows its positioning and that of its competitors.

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