

**THE EFFECTIVE MARKET POSITIONING OF
CONVENIENCE GOODS IN BATTICALOA DISTRICT**



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Abstract.

Marketing has grown well in the present world. There is much competition among the brands, as there are numerous brands in the market. Only when certain product is positioned well in the target market, it will become a distinctive product. Then only the certain brand will achieve a strong place in the minds of target customers. And certain brand also will be a profitable and remarkable one in the target market.

On contrary, if the certain product is not positioned well in the target market, it will lose its profitability, customer preference and finally it will quit the market.

Hence product can be positioned only through the differentiation it has from its competitive brands.

Here the positioning of convenience goods in Batticaloa District is analyzed through this research. Here the positioning of convenience goods is analyzed based on the conceptualization frame work given by Kotler (2001) and Bingham and Blattified(1990). Hence positioning variables or differentiation variables includes product, service, personnel, channel, image and price.

Out these variables only product, service, channel, image and price influence over the positioning of convenience goods. These whole set of convenience goods are represented by Pen and Mosquito coils.

Further 200 questionnaires were issued and administered, in all 14 DS divisions.

Further the results indicate that the convenience goods have to be positioned through the concentration given over the product differentiation variables. And also channel differentiation also has to be improved or enhances to position the convenience goods.

Hence several ways have been suggested as recommendations at the end of the research to up lift the positioning of convenience goods in Batticaloa district.

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