

**STUDY ON MARKET POSITIONING AMONG
COMPETING FIRMS IN MOBILE INDUSTRY IN
TRINCOMALEE DIVISION**

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ABSTRACT

At present many communication industries are actively developing new strategies, tactics and methodologies in order to retain their existing customers as well as attracting new customer in the competitive environment. In Trincomalee division the Dialog and Mobitel are high competitive organization because they have the large customer in that division and both companies are operating their activities more than ten years. Both companies are introducing new packages in Trincomalee division to position in the mind of the target customers.

This research was carried out with the objective of identify the market positioning of competing firms in mobile industry in Trincomalee division, for this purpose twenty nine research question were formed to test the level of market positioning on selected brands. Furthermore conceptual model has been developed to understand the market position with the support of seven marketing mix variables such as product, price, place, promotion, process, people, and physical evidence.

To conduct this research, 171 customers were selected as sample. Quantitative methodology has been applied for this research and questionnaires were used to collect data. The collected data were analyzed using the univariate method and SPSS 15. Questionnaire were issued to the Dialog customer and Mobitel customers in Trincomalee division and collected data were analyzed and evaluated as low, moderate and high level of market positioning.

In this view, the researcher attempt to say that, by using the marketing mix, product, price, place, promotion, process, people, physical evidence creatively and efficiently in the market that leads to them to position the market in Trincomalee division.

According to the analysis, dialog take high level of market positioning and Mobitel take moderate level of market positioning. So this study recommends regarding the variable Dialog give more attention for their customer rather than the Mobilel. Therefore the Dialog takes position in the market by mobile industry in Trincomalee division.

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