

## Enhancing Customer Satisfaction through Brand Positioning Strategies in the Dairy Industry: An approach for fostering business excellence

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**Cite this paper as:** Ankita. U. Parikh, Dr. Ajay Trivedi, (2025) Enhancing Customer Satisfaction through Brand Positioning Strategies in the Dairy Industry: An approach for fostering business excellence. *Advances in Consumer Research*, 2 (2), 34-44.

### KEYWORDS

*Brand identity, Brand positioning, dairy Industry, client satisfaction, detrimental consequences.*

### ABSTRACT

Creating a distinctive brand identity, messaging, and value proposition that appeals to the target market is required. Effective brand positioning strategies create a competitive edge by differentiating dairy product brands from their competitors. When properly applied, these approaches increase consumer pleasure by paying attention to their demands, preferences, and goals. When the brand's positioning is made explicit, consumers may more easily understand the dairy brand's values and how they complement those values. The research highlights the value of cutting-edge branding techniques for fostering client happiness and competition. In the dairy sector, well-defined brand positioning strategies are a crucial tool for creating emotional ties and minimizing the detrimental consequences of price changes on consumer satisfaction. Despite the potential for competitive advantage and higher consumer willingness to pay, the gap between intended positioning and its effective communication limits the industry's ability to fully leverage brand positioning for value creation and customer satisfaction

## 1. INTRODUCTION

In dairy industry, brand positioning is a strategic tactic used to develop a distinctive and favorable perception of a brand in consumers' eyes. It involves creating an appealing brand identity, message, and value proposition for the target market. Effective brand positioning strategies create a competitive advantage by differentiating dairy product brands from their competitors. When used effectively, these strategies raise customer satisfaction by paying attention to their wants, preferences, and aspirations. When the brand's positioning is clearly stated, consumers can better understand the dairy brand's values and how they align with those values. The more the clarity higher will be the satisfaction level of the consumers as they are the end users of such products. A strategic technique aimed at creating a distinct and positive perception of a brand in consumers' eyes is brand positioning in the dairy products business. It entails developing a distinctive brand identity, message, and value proposition that appeals to the target market. By setting dairy product brands apart from their rivals, effective brand positioning strategies produce a competitive advantage. By attending to customers' wants, preferences, and aspirations, these techniques improve customer happiness when successfully implemented. Consumers can better grasp the dairy brand's values and how they align with those values when the brand's positioning is clearly stated (Raza et al. 2020). This encourages a feeling of affiliation, trust, and loyalty, which eventually has an impact on purchasing decisions. Additionally, consumers are more likely to spend extra for dairy products that provide not only quality but also an emotional connection and a guarantee of satisfaction when the brand positioning is strong and constant.



For Enhancing Customer Satisfaction through Brand Positioning Strategies in the Dairy Industry the STP model can definitely be used:

- **Segmentation:** Dairy products are segmented based on behavioural, psychographic, and sociodemographic characteristics. This makes it easier to pinpoint particular consumer groups with particular tastes and needs (Chai et al. 2021).
- **Targeting:** The brand selects the most pertinent and practical consumer groups to target from among these segments. For instance, a target market could include people who value health and want organic dairy products.
- **Positioning:** The target market is positioned in a way that satisfies their demands and is consistent with their ideals. This can mean presenting the dairy brand as an organic, environmentally friendly, and health-conscious choice (Perez et al. 2020). This

positioning is regularly communicated in the brand language, packaging, and marketing materials.

### ***1.1 PROBLEM STATEMENT***

The market for dairy products aims to raise consumer satisfaction by using strong brand positioning methods. While brand positioning is acknowledged as a tool for developing a favourable and distinctive brand perception, it can be difficult to define concise, consistent language that appeals to customers (Madhani, 2022). The issue of matching brand values and promises with customer expectations, which affects customer loyalty and purchasing behaviour, is one that the industry must address. **The ability of the industry to fully leverage brand positioning for value creation and customer satisfaction is hampered by the gap between intended positioning and its effective communication, despite the potential for competitive advantage and increased consumer willingness to pay.**

### ***1.2 RESEARCH GAP***

The relationship between planned brand messaging and customer perceptions has not been thoroughly explored in the research that has already been done on brand positioning strategies in the dairy products industry. **There is a knowledge gap about how effectively communicating a brand's values and promises affects consumer loyalty and buying decisions, even if past research has acknowledged the potential for improved customer satisfaction and competitive advantage (Cooper et al. 2022).** Additionally, the influence of changing market trends on the applicability and efficiency of brand positioning strategies has received scant attention. **Considering the complexity of brand messages, customer expectations, and changing market dynamics in the context of dairy product brands, this research gap emphasizes the need for more in-depth as well as detailed study.**

### ***1.3 OBJECTIVES***

- To gain insight into how customer perceptions and brand messages in the dairy products market align.
- To determine the effect that brand values and promises have on consumer loyalty and purchasing behavior.
- To analyze the applicability and efficiency of brand positioning approaches in light of changing market trends for the dairy products industry.
- To offer dairy product manufacturers practical suggestions for improving their brand positioning strategies, which will boost consumer satisfaction and give them a competitive edge.

### ***1.4 RESEARCH QUESTIONS***

**R1:** How closely do customer perceptions match the intended brand messaging in the brand positioning strategies used by the dairy products industry?

**R2:** How do consumer loyalty and subsequent purchase decisions for dairy products depend on the effective transmission of brand values and promises?

**R3:** How can the dairy products business improve consumer happiness and value generation through brand positioning strategies by applying the STP (Segmentation, Targeting, Positioning) model?

## **LITERATURE REVIEW**

### ***2.1 INTRODUCTION***

Effective brand positioning strategies are essential for supporting consumer happiness and promoting value development in the dynamic dairy products business. In the context of dairy products, this literature review explores the complex interactions between brand positioning and customer happiness. The study seeks to identify the positioning tactics used for dairy brands, the effects of such positioning on consumer perception, and the resulting value enhancement. This analysis aims to offer insights into how brand positioning may be used to strengthen customer relationships and boost brand competitiveness in the dairy products industry with an emphasis on understanding the underlying mechanisms.



## 2.2 THEORETICAL DISCUSSION

<b>AUTHOR</b>	<b>TITLE</b>	<b>RESULTS</b>
<b>1. Wang et al. (2024)</b>	<b>Reviewing brand Loyalty through customer centric strategies</b>	The study particularly emphasizes the significance of user experience. It plays a significant role in shaping brand loyalty particularly within the dairy industry. The sensory, emotional, behavioural, cognitive aspect influences the brand perception. The study emphasizes that marketer can utilize package design as a strategic tool. It would play an important role to enhance brand loyalty by connecting with the consumers.
<b>2. Sudirjo et al. (2023)</b>	<b>Reviewing Positioning Strategies and Consumer Behaviour</b>	The study rightfully highlights the important role of product quality, promotions and pricing. All of the above aspects play a very important role in consumer behaviour. It has been observed that effective promotional activities and well-designed products are able to create value perception. It has a direct influence on consumer interest. Hence strategic positioning helps in increasing the value and customer engagement.
<b>3. Selehbania et al. (2023)</b>	<b>Reviewing the impact of Cause-Related Marketing on Brand Perception</b>	The course related marketing has different impacts on the purchasing behaviour in the food industry. It has been observed that corporate social responsibility, ethical marketing practices directly influences consumer perception and purchase intensely. Hence there is a need to integrate purpose driven marketing approaches.
<b>4. Philip et al. (2023)</b>	<b>Role of Brand Experience, Viral Marketing, and Brand Image on user loyalty</b>	The study provides a deeper knowledge of how social media interactions affect value generation and consumer satisfaction in the dairy industry by incorporating the ideas from this article. To better understand how effective brand positioning strategies can make use of these elements to increase customer engagement and loyalty, the concepts of interaction satisfaction and immersion in the context of social media can be employed. The research presented in this article helps us comprehend how engaging and rewarding interactions on social media platforms enhance the value of dairy products. By incorporating these ideas, the study is able to examine how carefully constructed brand positioning messages can engage customers on social media in a way that keeps their interest. As a result, the inclusion of this article broadens the investigation of customer engagement tactics in the dairy sector by illuminating their impact on value generation, client satisfaction, and enduring brand loyalty.
<b>5. Kamil et al. (2023)</b>	<b>Analysing Brand Perception on Twitter</b>	The study made use of sentiment analysis on Twitter. It helps in understanding brand positioning and image with focus on Nestlé beer brand milk during pandemic. The research explored the psychological dimensions of consumer sentiments. On analyzing 8000 tweets, the study revealed different levels of positive and negative emotions associated with the brand. The findings can be strategically used to design marketing strategies to enhance brand positioning.



<b>6. Lv et al. (2024)</b>	<b>Reviewing innovative destination positioning from tourism perspective</b>	<p>This study reflects a shift in destination positioning. It deals with the sensory preferences of the tourists in a saturated market. This shift helps to identify new market segmentation and differentiation strategies. This innovative perspective would be applicable in brand positioning strategies across various industries. The study's results help explain how effective brand positioning encourages customer empowerment and shapes opinions of a company's social responsibility. By including these ideas, the study expands on its investigation of how brand positioning affects the co-creation of value by taking into account elements like social responsibility and empowering behaviours. Through this connection, we can better understand how dairy businesses may use several aspects to add value, raise customer satisfaction, and encourage steadfast brand loyalty.</p>
<b>7. Taghavi et al. (2023)</b>	<b>Exploring Fourth-Generation Marketing in the Paints and coating industry</b>	<p>The integration of digital technology has revolutionized brand management. The marketing 4.0 highlights the importance of online and offline interactions. It helps in the cultivation of a desired brand image and influences consumer decisions. Hence the businesses have been compelled to use emerging technologies. It has enabled them to fulfill customer needs and future purchasing motivation. The study has established a positive correlation between brand identity, image, and customer satisfaction.</p>
<b>8. Maria et al. (2023)</b>	<b>Understanding Consumer Satisfaction in Digital Marketing</b>	<p>It is of paramount importance to understand consumer satisfaction for a business to thrive. Consumer satisfaction is dependent on a number of factors. They are product quality, service, pricing, accessibility and lastly advertising clarity. The study highlights that a business needs to prioritize these elements while brand positioning.</p>
<b>9. Berrachedi et al. (2023)</b>	<b>Reviewing strategic positioning for success in Dairy industry</b>	<p>The study rightfully highlights that strategic positioning plays an important role. The process of defining a credible and attractive market helps to simplify the consumer choices. It helps the company to create an alignment between consumer perceptions and desired positioning. It helps in attaining consistency across products, communication strategies. Hence the clarity in such strategies help to attend customer satisfaction.</p>



<p><b>10. Hamilton et al. (2022)</b></p>	<p><b>Social media and Value Creation: The role of interaction satisfaction and interaction immersion</b></p>	<p>The study provides a deeper knowledge of how social media interactions affect value generation and consumer satisfaction in the dairy industry by incorporating the ideas from this article. To better understand how effective brand positioning strategies can make use of these elements to increase customer engagement and loyalty, the concepts of interaction satisfaction and immersion in the context of social media can be employed. The research presented in this article helps us comprehend how engaging and rewarding interactions on social media platforms enhance the value of dairy products. By incorporating these ideas, the study is able to examine how carefully constructed brand positioning messages can engage customers on social media in a way that keeps their interest. As a result, the inclusion of this article broadens the investigation of customer engagement tactics in the dairy sector by illuminating their impact on value generation, client satisfaction, and enduring brand loyalty.</p>
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### 2.3 CONCEPTUAL FRAMEWORK (EXPECTANCY DISCONFIRMATION THEORY)

The most common method for analyzing customer satisfaction using services provided by government is the expectancy-disconfirmation model. According to this theory, customers examine a service's performance in accordance with their expectations of it. When the actual achievement meets or exceeds expectations, satisfaction results. The theory was

first presented in the fields of psychology and promotional efforts literatures, but it was subsequently adopted by many other scientific disciplines, most notably customer studies and data systems, among others. According to the expectations-confirmation theory, post- purchase satisfaction is a result of expectations as well as assessed performance. The disconfirmation between goals and accomplishments, whether positive or negative, facilitates this effect.

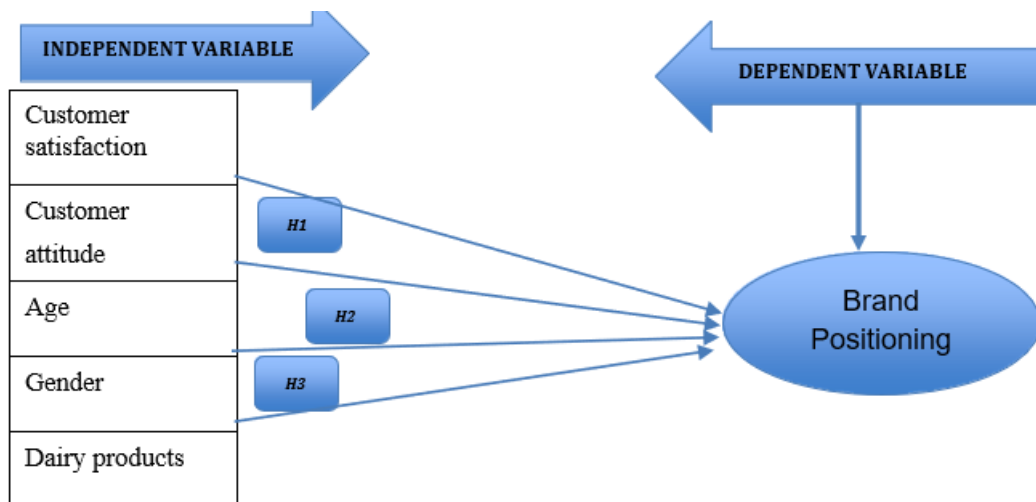


Figure: Conceptual framework and hypothesis development

(Source: self-created)

### 2.4 HYPOTHESES DEVELOPMENT

**H1: Customer satisfaction rises as a result of effective brand positioning strategies' beneficial effects on consumer perceptions of dairy goods.**

It is hypothesised that effectively executing brand positioning will improve consumer perceptions of dairy products, leading to higher levels of customer satisfaction, given that brand positioning entails developing a distinctive brand identity, message, and value proposition that appeals to the target market (Zhang, 2022).

**H2: Consumer loyalty to dairy brands is positively influenced by the alignment of brand positioning and consumer preferences within the target market.**

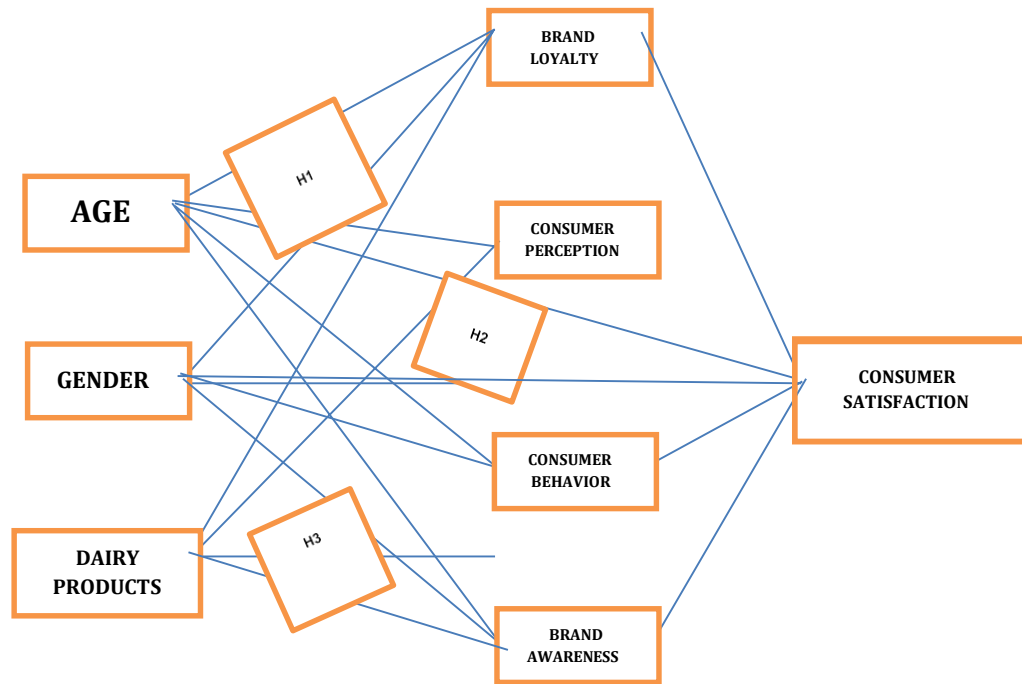
It is assumed that when a dairy brand's positioning resonates with the values and needs of the target market, it will foster an emotional connection and loyalty among consumers, resulting in increased customer retention ( Czczotko et al. 2022). Brand



positioning involves catering to customer wants, preferences, and aspirations.

**H3: Consumers' willingness to pay more for dairy goods depends on how closely the placement of those products matches customer expectations.**

It is believed that customers will be more likely to see a dairy brand as providing not only quality but also an emotional connection if they are able to comprehend and perceive congruence between the brand's values and those of the consumer in relation to the positioning of the dairy brand (Stampa et al. 2020). Their propensity to pay more for dairy goods connected with that brand is anticipated to benefit from this emotional connection.



### 3. METHODOLOGY

#### 3.1 INTRODUCTION

The empirical examination of this work is built on a quantitative methodology using SPSS. This methodology makes use of statistical analysis to explore correlations between factors in the context of improving customer satisfaction in the dairy products market through brand positioning strategies. Data will be gathered from a broad sample of customers using structured surveys. The gathered information will then be examined using SPSS to produce insightful findings about how brand positioning affects customer happiness. This analytical approach ensures a thorough and evidence-based analysis, illuminating how well brand positioning strategies work in the dairy products industry to add value and promote customer happiness.

#### 3.2 PARTICIPANT SELECTION

For this study, obtaining a sample that is both varied and representative was the main objective of participant selection. **515 participants were finally selected from a pool of 600**

**eligible respondents to participate in the study using SPSS software.** The participants were selected from different parts of India where we could include all the relevant responses for the given questions. The different cities from where the participants have been selected are Ahmedabad, Vadodara, Surat, Bharuch and Rajkot located in Gujarat, the western part of India. Colaba, Bandra, Dharavi, Andheri, Navi Mumbai and Borivali East from Mumbai which is located as the southwestern parts of India. From southern parts of India, the paper has covered participants from Vijaywada, Nellore, Vizag, Amravati, and Eluru. Finally, from the eastern parts of India, the participants have been selected from Kolkata, Patna, Asansol, Shillong, Mizoram and Guwahati. From each city, the researcher has selected around 20-25 participants to get participated in this research. Numerous variables were taken into consideration throughout the selection process, such as demographic variances, purchase trends, and brand preferences (Li (1) & Kallas (2), 2021). These factors made sure that the sample was well-rounded and could offer insightful information on the topic of raising consumer satisfaction through brand positioning tactics in the dairy products sector. This sample size was found to be appropriate for carrying out reliable statistical analyses and drawing significant inferences from the gathered data.





### 3.3 DATA COLLECTION

There were 515 participants in the study Enhancing Customer Satisfaction through Brand Positioning Strategies in the Dairy Industry that collected the data. Structured surveys were conducted using the SPSS software to collect responses from a wide range of participants. The surveys centered on the opinions, preferences, and satisfaction of participants with dairy products (Choi et al. 2022). The selection of participants was based on their varied demographics and spending habits. After gathering the information, it was statistically analyzed with SPSS to learn more about the connections between customer happiness and brand positioning tactics in the dairy business.

### 3.4 DATA ANALYSIS

The data gathered for Enhancing Customer Satisfaction through Brand Positioning Strategies in the Dairy Industry was thoroughly analyzed. Statistical methods were used with SPSS to look at the relationships between customer satisfaction and brand positioning tactics. The distribution of responses was clarified using descriptive statistics, and the strength and importance of correlations were evaluated by inferential techniques like regression analysis. Results were evaluated to ascertain how well-positioned brands affect customer satisfaction (Chitturi et al. 2022). The investigation gave insightful information about how clear brand

positioning strategies support value generation and higher levels of customer satisfaction in the dairy business.

## 4. RESULTS

### 4.1 INTRODUCTION

The ANOVA study investigates the relationship between dairy sector brand positioning tactics and consumer happiness. The study highlights the important impact of successful brand positioning in affecting consumer satisfaction, perceived value, alignment with preferences, emotional connection, and resilience against price volatility by analyzing numerous factors across different groups.

### 4.2 FINDINGS

		ANOVA				
		Sum of Squares	df	Mean Square	F	Sig.
Customers are more likely to be happy if they believe dairy goods have a strong and reliable brand image	Between Groups	787.595	4	196.899	1151.754	.000
	Within Groups	87.358	511	.171		
	Total	874.953	515			
Strong brand positioning influence your perceptions of the value of dairy products	Between Groups	1149.510	4	287.377	1286.585	.000
	Within Groups	114.139	511	.223		
	Total	1263.649	515			
Consumers report higher levels of satisfaction with dairy products that reflect their own beliefs and preferences	Between Groups	804.488	4	201.122	1221.482	.000
	Within Groups	84.138	511	.165		
	Total	888.626	515			
Dairy business uses cutting-edge branding strategies to gain a competitive edge and increase customer satisfaction	Between Groups	618.299	4	154.575	2212.506	.000
	Within Groups	35.701	511	.070		
	Total	654.000	515			
Well defined brand positioning strategies aid in creating an emotional bond between consumers and the brands of dairy products	Between Groups	667.326	4	166.832	1444.423	.000
	Within Groups	59.021	511	.116		
	Total	726.347	515			
Dairy industry's strategic brand positioning lessen the negative effects of price fluctuations on consumer satisfaction	Between Groups	718.311	4	179.578	1018.736	.000
	Within Groups	90.077	511	.176		
	Total	808.388	515			



The presented data appears to be associated with an ANOVA study, in which numerous variables are evaluated across several groups to identify the relationships and differences between them. The relevant factors appear to have something to do with customer happiness and the effects of brand positioning initiatives in the dairy sector. The findings of the ANOVA analysis reveal important distinctions between the groups in terms of consumer satisfaction and the impact of brand positioning on the perceived value of dairy products (Liang et al. 2019). Data reveals that when dairy goods have a strong and trustworthy brand image, buyers are more likely to be happy. The significant difference in variance between the groups for this measure (mean square = 196.899,  $p < 0.001$ ) shows that brand image has a big impact on consumer satisfaction. Similar to this, the investigation shows that brand positioning techniques do have an impact on consumers' views of the worth of dairy products. This variable's between-group variance is statistically significant (mean square = 287.377,  $p < 0.001$ ), highlighting the importance of effective brand positioning in influencing how consumers view the worth of dairy products. The results also lend credence to the notion that consumers express greater levels of happiness when dairy products reflect their values and preferences. This variable's considerable variance between groups (mean square = 201.122,  $p < 0.001$ ) emphasises the value of strategically positioning one's brand to appeal to consumer preferences. The data also reveals that innovative branding techniques in the dairy industry help businesses achieve a competitive edge and boost client satisfaction (Lakens (1) & Caldwell (2), 2019). This aspect's statistically significant between-group variance (mean square = 154.575,  $p = 0.000$ ) demonstrates the beneficial effects of creative branding on client satisfaction. The findings further support the notion that clearly defined brand positioning strategies create an emotional connection between consumers and the brands of dairy products. The difference between the groups is noteworthy (mean square = 166.832,  $p < 0.001$ ), highlighting the importance of brand positioning in forging emotional ties. It's interesting to note that the results also imply that smart brand positioning within the dairy sector can lessen the detrimental effects of price changes on customer satisfaction. Strong brand positioning can operate as a buffer against problems with customer satisfaction caused by price (mean square = 179.578,  $p < 0.001$ ), according to the between-group variance for this measure, which is statistically significant.

## 5. CONCLUSION

The ANOVA analysis highlights the important role that brand positioning has in influencing consumer happiness and perceived value in the dairy business. **The study highlights the critical function of brand image by showing a correlation between a strong and trustworthy brand image and greater consumer happiness.** The results also confirm that strategic brand positioning effectively affects customers' views of the value of dairy products, giving a competitive advantage. Notably, enhancing happiness through aligning with consumer values and preferences emphasises the significance of customer-centric positioning. The study also emphasises the effectiveness of cutting-edge branding strategies in promoting both competition and customer satisfaction. **In the dairy industry, clearly defined brand positioning strategies prove to be an essential tool for fostering emotional connections and reducing the negative effects of price changes on customer satisfaction.**

### 5.1 LIMITATIONS AND FUTURE SCOPE

By utilizing effective brand positioning strategies, the dairy industry hopes to increase consumer satisfaction. It can be challenging to define clear, consistent language that appeals to customers, even though brand positioning is acknowledged as a tool for creating a positive and distinctive brand perception. The industry needs to address the issue of how to balance customer expectations with brand values and promises because it has an impact on consumer loyalty and spending patterns. Despite the potential for competitive advantage and higher consumer willingness to pay, the gap between intended positioning and its effective communication limits the industry's ability to fully leverage brand positioning for value creation and customer satisfaction.

By setting dairy product brands apart from their rivals, effective brand positioning strategies produce a competitive advantage. By paying attention to the wants, preferences, and aspirations of the customer, these strategies can effectively increase customer satisfaction. Consumers can more readily comprehend a dairy brand's values and how it upholds them when its positioning is made clear. This encourages a sense of allegiance, trust, and affiliation, which ultimately influences purchasing decisions. Additionally, customers are more likely to pay more for dairy products that provide not only quality but also an emotional connection and a guarantee of satisfaction when the brand positioning is strong and consistent.

### 5.2 CONTRIBUTIONS OF THE PAPER

Investigating the subtleties of brand positioning in the dairy industry reveals a complicated relationship between consumer perceptions and how they affect brand satisfaction and loyalty. This research journey highlights the importance of strategic positioning and the difficulties in communicating brand values. This investigation has led to the important conclusion that businesses must review and update their messaging, value propositions, and brand identities. The development of an original identity that appeals to customers is the foundation of a successful brand positioning strategy. This is a strategic realignment that brings the brand into line with the actual needs of its target audience rather than just a superficial update. Closing the gap between intended brand messaging and consumer perceptions is imperative. The study highlights the significance of this alignment and emphasizes that effective communication and keeping promises are just as important to a brand's success as





declared values.

The Strategic Targeting Positioning (STP) model becomes an indispensable instrument, giving businesses a compass to maneuver through the market's intricacies. By applying behavioral, psychographic, and sociodemographic segmentation techniques, companies can acquire a comprehensive comprehension of heterogeneous customer groups. Applying the STP model to niche markets, like consumers who value health and organic products, allows businesses to customize their positioning strategies to each group's particular requirements. The study highlights the development of emotional bonds and illuminates the significant impact of emotionally charged branding on consumer loyalty. But putting brand promises into practice in a way that is both practical and consistent across a range of platforms is a challenge. The research uncovered an unexplored area: the relationship between planned brand messaging and customer perceptions. In order to bridge the gap between perception and intention, businesses are strongly encouraged to invest in comprehensive analyses. This will ultimately increase customer loyalty and have an impact on purchasing patterns. The research's main objectives go beyond theoretical frameworks and provide dairy product manufacturers with practical advice. Using insights to improve customer satisfaction and gain a competitive edge is the main goal. The study questions, which address the alignment of customer perceptions with intended brand messaging, the influence of successful brand value transmission on loyalty, and the use of the STP model for customer happiness, provide a useful framework for implementation.

A rich tapestry of insights is provided by theoretical discussions from a variety of sources in the literature review. These talks offer a cross-sector perspective on value co-

creation, social media agility, and the effect of customer service recovery on future co-creation, in addition to the dairy industry. Equipped with this expanded comprehension, businesses can incorporate creativity into their branding and positioning tactics, taking cues from a wide range of sectors. The conceptual framework provides a methodical and empirical way to look at customer satisfaction. It is based on the Expectancy-Disconfirmation Theory. It can help businesses transition to a methodical, data-driven decision-making process. Regular testing and evaluations enable ongoing enhancement of brand positioning by aligning perceived brand performance with consumer expectations. Companies can empirically validate how their brand positioning affects customer satisfaction, loyalty, and willingness to pay more by using the framework's robust hypotheses. The method is further refined by carefully selecting participants from different regions of India. It is characterized by quantitative analysis using SPSS and insights derived from data. This strategy ensures relevance and applicability by enabling businesses to duplicate the methodology and gather targeted insights from their particular markets. An ANOVA analysis of the research findings paints a clear picture of the relationship between brand positioning and customer satisfaction. The findings highlight the relationship between customer satisfaction and a potent brand image, strategic positioning, and innovative branding.

The methods and insights offered are useful tools that can help businesses achieve excellence rather than merely being theoretical constructs. Achieving business excellence in the competitive and dynamic dairy products industry requires a thorough understanding of consumer perceptions, careful alignment of brand messaging with customer expectations, and strategic positioning. Businesses that adopt these conclusions may find ways to improve customer satisfaction and gain a competitive edge in the dynamic market environment.

### 5.3 GAP

Research on brand positioning strategies in the dairy industry has been conducted, but it has not gone into great detail on the relationship between planned brand messaging and consumer perceptions. Even though previous research has acknowledged the potential for improved customer satisfaction and competitive advantage, there is a **knowledge gap** regarding how effectively communicating a brand's values and promises affects consumer

### INPUT ADDED AS A RESEARCHER

Through this research the researcher has tried to add a good knowledge about how Enhancing Customer Satisfaction through Brand Positioning Strategies can create Value Creation in the Dairy Industry. In this paper, the researcher has added the conceptual framework with necessary diagrams along with the hypothesis development for the readers to get a crystal-clear idea about the

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