



## BRAND POSITIONING ANALYSIS IN NORTH CYPRUS MARKETPLACE

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### Abstract

In this century there is myriad competition among the companies and, branding becomes an important aspect as a differentiation factor. Since advertising is a great tool in marketing communication, the companies, while planning their campaign are focusing on their brands to differentiate themselves from their competitors in consumer minds. Firms mostly prefer to advertise their brands by focusing on their brand positioning strategy because of increased marketing communication expenses. There are some brand positioning researches done in developed countries, but there is lack of information in developing countries especially islands. Since North Cyprus is a developing country, both quantitative and qualitative methods are conducted in this country. In quantitative research most favorable newspapers were analysed and then in the qualitative method, content analysis is used by focusing on most favorite newspaper advertising to understand the brand positioning analysis and brand image benefits for product/service class and categories in North Cyprus as a developing island.

### Introduction

The new economic system pushes people to live in a global village that brings about the production of lots of competing products. As the time passes within this highly innovated technological pace, it is seen that products and service facilities are becoming more similar, that's why the role of brands becomes more critical. Brands help customers differentiate products that might give benefit for them. Also they tell the buyer something about their product quality and its price. According to Wells, Moriarty and Burnet, "Branding, the creation of a unique image for a product, is the most obvious way to differentiate one product from another" (Wells William, Moriarty Sandra, Burnett John, 2006, p. 191). This is the reason that when the customer keep on consuming the same brands and be loyal, they know that they will get the same satisfaction or in other words get the same benefit and quality each time when they buy it. From the supplier perspective; branding gives a competitive advantage for them because it eases recognition by customer and reduces the possibility of purchase decision based solely on price. Only giving some names or symbols for product is not enough for target market to differentiate one product from another. Therefore positioning becomes an important aspect for companies for their corporate and brand image. Clow and Baack define positioning as "process of creating a perception in the consumer's mind regarding the nature of a company and its products relative to competitors" (Clow Kenneth E, Baack Donald, 2010, p. 69). According to David Aaker and J. Gary Myers categorize positioning strategy as "product attribute", "price/quality", "use and application", "product class", "product user", "competitor" and "cultural symbols" (Belch George E., Belch Michael A., 2009, pp. 57-58)(Aaker Davis A. & Myers John G., 1987). Hence advertising has a great role for the diffusion of positioning strategy in the creation of brand image.

### Research Methodology

This research is conducted both in quantitative and qualitative methods. Quantitative method was used to find out the most favorable newspaper in North Cyprus. 1000 questionnaires were distributed by using simple random sampling for four regions (250 questionnaire each) in North Cyprus at the same period of time. According to the findings of quantitative research, qualitative research was conducted for content analysis of the most read newspaper advertisements as Kıbrıs, Havadis and Yenidüzen newspapers. In the content analysis, 440 advertisements were analyzed according to product class, product and service category, positioning strategy that they used and brand image category for the period 1 December 2011 till 31 December 2011. The results of descriptive statistics and cross tabulation were analyzed by used of SPSS program.

### Research Findings

Research was conducted on North Cyprus local newspapers Kıbrıs, Havadis Yenidüzen which are the most preferred newspapers as identified through the quantitative research analysis. The second part of the research which was the content analysis, 93 newspaper advertisements were analyzed within the period of 1-31 December 2011.

Most Read Newspaper in North Cyprus

	frequency	percent	Valid percent	Cumulative percent
Yenidüzen	136	13.6	13.6	13.6
Kıbrıs	432	43.2	43.2	56.8
Havadis	180	18.0	18.0	74.8
Haberdar	67	6.7	6.7	81.5
Star Kıbrıs	39	3.9	3.9	85.4
Afrika	80	8.0	8.0	93.4
Halkınsesi	56	5.6	5.6	99.0
Other	10	1.0	1.0	100.0
Total	1000	100.0	100.0	

It was found out that 43.2 % of the respondents prefer to read Kıbrıs newspaper, 18.0% of them prefer Havadis and 13.6 % reads Yenidüzen.

North Cyprus Newspaper Advertising

	frequency	percent	Valid percent	Cumulative percent
Kıbrıs	283	64.3	64.3	64.3
Havadis	112	25.5	25.5	89.8
Yenidüzen	45	10.2	10.2	100.0
Total	440	100.0	100.0	

During one month period Kıbrıs newspaper got 283 advertisements which it was 64.3%, Havadis got 112 advertisements which it was 25.5% and Yenidüzen got 45 advertisements which it was 10.2% of this research.



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**Advertised Product or Service**

	frequency	percent	Valid percent	Cumulative percent
<b>product</b>	304	69.1	69.1	69.1
<b>service</b>	136	30.9	30.9	100.0
<b>Total</b>	440	100.0	100.0	

In this research out of 440 newspapers advertisements, it is seen that 69.1% of them are related with product and 30.9% of them are related with service sector.

**Product and Service Class**

	frequency	percent	Valid percent	Cumulative percent
<b>FMCG</b>	14	3.2	3.2	3.2
<b>Shopping</b>	276	62.7	62.7	65.9
<b>Specialty</b>	10	2.3	2.3	68.2
<b>Service (hotels)</b>	30	6.8	6.8	75.0
<b>Service (banks)</b>	17	3.9	3.9	78.9
<b>Service (communication)</b>	18	4.1	4.1	83.0
<b>Service (cafe, bar, restaurant)</b>	60	13.6	13.6	96.6
<b>Service (agency)</b>	15	3.4	3.4	100.0
<b>Total</b>	440	100.0	100.0	

According to the research, product class analyzed under 3 heading which was FMCG, shopping and specialty goods. It was found out that most of the product that was seen in newspaper, 62.7%, was related with shopping goods. Hence service sector was categorized under 5 headings as hotels, banks, communication, agencies (travel and advertising) and cafe, bar restaurant. As a service category it was seen that firstly cafe, bar and restaurant (13.6%) then hotels (6.8%) have given more advertisements than the other service category.

**Product and Service Category**

	frequency	percent	Valid percent	Cumulative percent
<b>Automobile</b>	37	8.4	8.4	8.4
<b>Home furniture</b>	32	7.3	7.3	15.7
<b>Textile</b>	42	9.5	9.5	25.2
<b>White goods</b>	40	9.1	9.1	34.3
<b>Computer, mobile phone, TV set</b>	45	10.2	10.2	44.5
<b>Construction</b>	29	6.6	6.6	51.1
<b>Daily consumed products</b>	36	8.2	8.2	59.3
<b>Service for entertainment</b>	74	16.8	16.8	76.1
<b>GSM</b>	4	.9	.9	77.0
<b>Tourism</b>	28	6.4	6.4	83.4
<b>Cosmetics and beauty</b>	7	1.6	1.6	85.0
<b>Jewelry</b>	10	2.3	2.3	87.3
<b>Toys</b>	6	1.4	1.4	88.7
<b>Other</b>	50	11.4	11.4	100.0
<b>Total</b>	440	100.0	100.0	

As seen at the above table most of the shopping products were computer, mobile phone, TV set (10.2%) then textile (9.5%), white goods (9.1%) and automobiles (8.4%). On the other hand most of the advertisements given were related with entertainment which was 16.8%.

**Brand Positioning Strategy**

	frequency	percent	Valid percent	Cumulative percent
<b>Product attribute &amp; benefit</b>	70	15.9	15.9	15.9
<b>Price /quality</b>	123	28.0	28.0	43.9
<b>Use &amp; application</b>	20	4.5	4.5	48.4
<b>Product class</b>	166	37.7	37.7	86.1
<b>Product user</b>	43	9.8	9.8	95.9
<b>Competitor</b>	8	1.8	1.8	97.7
<b>Cultural symbol</b>	10	2.3	2.3	100
<b>Total</b>	440	100.0	100.0	

According to three analyzed newspapers 37.7% of the advertisements used product class strategy in their advertising at first. Then 28% of the advertisements used price /quality positioning strategy and 15.9% of them used product attributes and benefits strategy in their advertisings. Competitor positioning strategy and the cultural symbol strategies were used least in newspaper advertising.



**Brand Image Benefits**

	frequency	percent	Valid percent	Cumulative percent
<b>Functional</b>	186	42.3	42.3	42.3
<b>Symbolic</b>	254	57.7	57.7	100.0
<b>Total</b>	440	100.0	100.0	

According to content analysis, out of three newspapers more than half of them, 57.7% focused the brands symbolic benefit rather than the functional benefit. In other words only 42.3% of the advertisement focused on product physical features, performance, price and quality the rest was focused on how the target market going to satisfy their psychological needs during one month.

**North Cyprus Newspaper and Brand Image Benefits Cross Tabulation**

% within North Cyprus newsp.	Brand Image Benefits		
	Functional	symbolic	Total
Kibris	40.6%	59.4%	100.0%
Havadis	47.3%	52.7%	100.0%
Yenidüzen	40.0%	60.0%	100.0%
<b>Total</b>	<b>42.3%</b>	<b>57.7%</b>	<b>100.0%</b>

Out of 45 advertisements in Yenidüzen newspaper 18 of them focused on functional benefit and 27 of them were symbolic, 9 companies gave only one time advertising for this newspaper where 11 companies gave advertising more than ten times. For Kibris newspaper out of 283 advertisements 115 of them focused on functional benefit and 168 of them were symbolic, 112 companies gave their advertising only one time and only one company gave their advertising more than ten for that newspaper. Lastly Havadis out of 112 advertisements 53 of them focused on functional benefit and 59 of them were symbolic, 45 companies gave their advertising only one time and 25 companies gave two times during the month, where 10 companies gave more than 10 times the same advertisement in a month.

**Brand Positioning Strategy and North Cyprus Newspaper Cross Tabulation**

Brand positioning strategy	% within North Cyprus Newspaper			
	Kibris	Havadis	Yenidüzen	Total
<b>Product attribute&amp;benefits</b>	13.8%	20.5%	17.8%	15.9%
Price/quality	29.3%	18.8%	42.2%	28.0%
<b>Use and application</b>	4.9%	3.6%	4.4%	4.5%
Product class	43.1%	32.1%	17.8%	37.7%
Product user	4.2%	23.2%	11.1%	9.8%
Competitor	1.8%	0.9%	4.4%	1.8%
Cultural symbol	2.8%	0.9%	2.2%	2.3%
<b>Total</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>

As mentioned earlier that product class, price/quality and product attribute & benefit positioning strategies are the ones where mostly applied in newspaper advertising; from the table above, it is seen that in Kibris newspaper 43.1% of the advertising applied product class, 29.3% was focused on price/quality and 13.8% of them used product attribute and benefits positioning strategy. On the other hand in Havadis 32.1% was focused on product class, 23.2% based on product user and 20.5% was focused on product attribute and benefits positioning strategy. In Yenidüzen almost half of the advertising 42.2% focused on price/quality type of positioning strategy at first then and product attribute & benefits and product class type of positioning strategy were used.

**Advertised Product or Service and Brand Positioning Strategy Cross Tabulation**

% within advert.	Attribute& benefit	Brand Image Benefits						Total
		Price/ quality	Use&app.	Product class	Product user	Competitor	Cultural symbol	
<b>Product</b>	16.8%	29.3%	1.3%	45.1%	3.0%	2.6%	2.0%	100.0%
<b>Service</b>	14.0%	25.0%	11.8%	21.3%	25.0%	-----	2.9%	100.0%
<b>Total</b>	<b>15.9%</b>	<b>28.0%</b>	<b>4.5%</b>	<b>37.7%</b>	<b>9.8%</b>	<b>1.8%</b>	<b>2.3%</b>	<b>100.0%</b>

As shown at the above table 16.8% of product advertising were on product attribute and benefits, 29.3% were price/ quality, 1.3% were use and application, 45.1% were product class, 3.0% were product user, 2.6% were competitor and 2.0% were used cultural symbol while positioning their brand in their target market. On the service sector it seen that 14.0% of the advertising were focused on product attribute and benefits, 25.0% were price/ quality, 11.8% were use and application, 21.3% were product class, 25.0% were product user, there were no competitor strategy and 2.9% were used cultural symbol while positioning their brand in their target market.

**Product / Service Class and Brand Image Benefits Cross Tabulation**

% within product/service class	Brand Image Benefits		
	Functional	Symbolic	Total
<b>FMCG</b>	50.0%	50.0%	100.0%
Shopping	44.9%	55.1%	100.0%
Specialty	20.0%	80.0%	100.0%
Service (hotels)	30.0%	70.0%	100.0%
Service (banks)	41.2%	58.8%	100.0%
Service (communication)	61.1%	38.9%	100.0%
Service (cafe, bar, restaurant)	35.0%	65.0%	100.0%
<b>Total</b>	<b>42.6%</b>	<b>57.4%</b>	<b>100.0%</b>



The result shed a light on FMCG advertisings, half of them used functional and the other half used symbolic benefits. Also in shopping product it was seen that 44.9% of their advertising was focused on functional benefit and 55.1% were on symbolic. On the other hand most of the specialty product (80.0%), hotels (70%), cafe, bar and restaurants (65%) advertisings prefer to use symbolic benefit rather than functional for reaching their target market.

**Product & Service Category and Brand Positioning Strategy Cross Tabulation**

% within advert.	Attribute & benefit	Brand Image Benefits			Product class	Product user	Competitor	Cultr. symbol	Total (%)
		Price/qualit.	Use & app.						
Automobile	24.3%	37.8%		18.9%	10.8%	5.4%	2.7%	100.0	
Home Furniture		40.6%	3.1%	50.0%	3.1%	3.1%	-----	100.0	
Textile	7.1%	7.1%	-----	81.0%	2.4%	2.4%	-----	100.0	
White goods	10.0%	52.5%	-----	35.0%	-----	-----	2.5%	100.0	
Computer, mobile phone, TV set	33.3%	24.4%	4.4%	37.8%	-----	-----	-----	100.0	
Construction	27.6%	34.5%	3.4%	34.5%	-----	-----	-----	100.0	
Daily consumed products	13.9%	22.2%	-----	47.2%	-----	-----	8.3%	100.0	
Service for entertain.	9.5%	32.4%	12.2%	28.4%	14.9%	-----	2.7%	100.0	
GSM	25.0%	25.0%	-----	25.0%	25.0%			100.0	
Tourism	3.6%	21.4%	3.6%	7.1%	60.7%		3.6%	100.0	
Cosmetic & beauty	14.3%	14.3%	-----	57.1%	14.3%	-----	-----	100.0	
Jewelry	-----	20.0%	-----	70.0%	10.0%	-----	-----	100.0	
Toys	-----	-----	-----	83.3%	16.7%	-----	-----	100.0	
Other	32.0%	18.0%	12.0%	22.0%	10.0	2.0%	4.0%	100.0	
<b>Total</b>	<b>15.9%</b>	<b>28.0%</b>	<b>4.5%</b>	<b>37.7%</b>	<b>9.8%</b>	<b>1.8%</b>	<b>2.3%</b>	<b>100.0</b>	

From the above table, it is seen that toys, textile and jewelry companies mostly apply product class strategy, where automobile companies 37.8% used product price/quality, 24.3% product attribute and benefits and 18.9% used product class type of positioning strategy. In addition home furniture companies preferred to use product class, 50%, and 40.6% product price/quality strategy.

**Summary and Conclusion**

Basically, Kibris, Havadis and Yenidüzen are the local newspapers which are highly preferred to be read in the North Cyprus marketplace. Considering 1 month (1 -31 December 2011) content analysis of newspaper advertising, it was seen that Kibris newspaper got more advertising than the others. In investigation of newspaper, it was seen that 69.1% of the advertisings were product and 30.1% were in service sector. For product advertising shopping products and for service sector cafe, bar and restaurant advertising were mostly seen in newspaper. Here companies in their advertisements mostly preferred to use product class, product price/quality and product attribute & benefits type of positioning strategy. Also symbolic benefits were used more (57.7%) than the functional benefits for reaching their target market.

As a recommendation, further research can be based on to identify whether these companies integrate their brand positioning strategies for the other promotional mix elements or they use different positioning strategy for their promotional mix.

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