

The role of brand positioning is vibrant and central in marketing and the consumers' perception is directly shaped by employing the suitable positioning strategy. Regardless the significance of positioning concept, however, there is scant study observed; how positioning substitutes contribute to build the consumer perception, which positioning strategy outperforms and how it can be measured effectively.

The current study mode is quantitative and relative effectiveness of positioning strategies (feature, direct, indirect, surrogate-usage) is measured empirically regarding consumer viewpoint. The multidimensional scale is used to measure the relative effectiveness. The measuring items comprise of four dimensions that are favorability, dissimilarity, uniqueness, and credibility. The total numbers of items that are associated with these dimensions are seventeen. The relative performance of positioning strategies is observed hypothetically. For this purpose, four print ads of real brands from cellular industry are selected. The statistical technique that is applied is ANCOVA by considering age and monthly income as covariates. Descriptive statistics was also incorporated in analysis part. Relative effectiveness is noticed between the positioning strategies during interpretation and discussion on the statistical results. Moreover, some limitations are reported along with the associated directions for future research.