



# A Study on Pantech Solutions Brand Positioning and Competitive Strategies in the IT Training Industry: A Study on Pantech Solutions

[ASHIN LEO C ] [ DR.NAZIA SARFARAZ ]

*MBA Student, School of Management Studies, Sathyabama Institute of Science and Technology, Chennai*

*Assistant Professor , School of Management Studies, Sathyabama Institute of Science and Technology, Chennai*

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**Abstract:** The IT training industry in India is characterized by intense competition, rapidly evolving technology demands, and an increasingly discerning student population. In this context, brand positioning has emerged as a critical determinant of student choice and institutional growth. This study examines the brand positioning and competitive strategies of Pantech Solutions, a well-established IT training organization operating across South India. Primary data were collected from 144 students and trainees through a structured questionnaire via Google Forms. Statistical tools including percentage analysis, mean score analysis, Pearson correlation, and Chi-Square tests were employed for analysis. Key findings reveal that Pantech Solutions enjoys strong brand awareness (Mean = 3.81) and is widely recognized for superior practical exposure (56.9% agreement), though critical gaps exist in training quality consistency (Mean = 3.10) and reliability perception (38.2% disagreement). The study concludes that while the institute operates from a meaningful brand foundation, strategic investment in quality delivery consistency, reliability communication, and value articulation is essential to translate awareness into durable competitive advantage.

**Keywords:** *Brand Positioning, Competitive Strategy, IT Training Industry, Pantech Solutions, Brand Awareness, Student Satisfaction, Service Quality.*

## INTRODUCTION

### 1.1 Introduction

In today's fiercely competitive business environment, brand positioning has emerged as one of the most critical strategic tools available to organizations across all industries. This is especially true in the IT training industry, where the proliferation of institutes — both online and offline — has created a highly crowded marketplace where differentiation is both challenging and essential.

Brand positioning refers to the deliberate process through which an organization defines how it wants to be perceived by its target market relative to competitors. In the context of IT training institutes, positioning is shaped by multiple factors including course quality, industry relevance, pricing, placement support, brand reputation, and the overall learning experience offered to students.

Pantech Solutions, established in 2004, has grown into a well-recognized name in the IT training and technology solutions landscape across South India. Operating at the intersection of technical education, software development, and research consultancy, the company offers programs ranging from embedded systems and artificial intelligence to data science and machine learning. Its sustained two-decade presence has enabled it to build a brand identity anchored in practical learning, industry-relevant curriculum, and project-based training.

This study, titled 'Brand Positioning and Competitive Strategies in the IT Training Industry on Pantech Solutions,' aims to conduct a comprehensive investigation of these dimensions. It examines the level of brand awareness among students, assesses how students perceive the institute's course quality, pricing, and value proposition relative to competitors, and evaluates the effectiveness of brand positioning in creating clear market differentiation.

## 1.2 Review of Literature

Kotler and Keller (2023) define brand positioning as designing a company's offering and image to occupy a distinctive place in the mind of the target market, arguing that effective positioning begins with understanding customer needs, competitor positioning, and the unique value the brand can credibly deliver.

Ries and Trout (2022) emphasize that in crowded markets, the brand that first establishes a clear position in the consumer's mind gains a durable competitive advantage — a principle particularly relevant for IT training institutes in densely competitive South Indian markets. Aaker (2022) identifies brand awareness, perceived quality, brand associations, and brand loyalty as the four core dimensions of brand equity, all of which directly influence enrollment decisions in the training sector.

Kapferer (2021) proposed the Brand Identity Prism model examining brand identity across six dimensions — physique, personality, culture, relationship, reflection, and self-image — arguing that brands in service industries must manage all six consistently to build a coherent identity. Porter (2020) argues that firms compete through cost leadership, differentiation, or focus; for IT training institutes, a focus on practical, project-based learning represents a viable differentiation strategy if consistently delivered and communicated.

Keller (2019) in his Customer-Based Brand Equity model argues that brand equity is built through establishing brand salience, creating performance and imagery associations, and ultimately building brand resonance characterized by deep customer loyalty. Zeithaml, Parasuraman, and Berry (2016) demonstrated that gaps between customer expectations and actual service delivery are the primary source of dissatisfaction in service industries — directly applicable to IT training institutions.

Singh and Bhatt (2017) found that course quality, faculty expertise, placement outcomes, and institutional reputation are the four most significant factors influencing student brand preferences in Indian educational institutions. Kotler, Kartajaya, and Setiawan (2017) argued that in the digital age, student advocacy has become the most powerful indicator of brand strength, with word-of-mouth driving a disproportionately large share of new enrollments in the education sector.

## 1.3 Objectives of the Study

The primary objective is to study the brand positioning and competitive strategies of Pantech Solutions in the IT training industry. Secondary objectives include: (i) examining the impact of brand awareness and reputation on students' choice of IT training institutes; (ii) assessing the effectiveness of course quality, pricing, and value offered relative to competitors; (iii) evaluating brand positioning in terms of differentiation, reliability, and competitive advantage; (iv) analyzing customer satisfaction and loyalty and their influence on repeat enrollment and word-of-mouth promotion; and (v) identifying key factors influencing students' preference while selecting an IT training institute.

## 1.4 Research Methodology

The study adopts a descriptive research design. Primary data were collected through a structured questionnaire distributed digitally via Google Forms to 144 students and trainees of Pantech Solutions. Convenience sampling was employed. The questionnaire comprised demographic items and 18 Likert-scale statements (rated 1–5, Strongly Disagree to Strongly Agree) assessing brand awareness, course quality, pricing, value for money, reliability, competitive differentiation, brand

identity, practical exposure, and overall satisfaction. The study area encompasses Pantech Solutions' operations in Chennai, Hyderabad, Bangalore, Cochin, Coimbatore, and Madurai. Statistical tools employed include percentage analysis, mean score analysis, Pearson correlation, and Chi-Square tests.

## 2. DATA ANALYSIS AND INTERPRETATION

### 2.1 Demographic Profile of Respondents

Table 2.1 summarizes the demographic profile of the 143 respondents. The majority (50.0%) belong to the 21–30 age group, followed by below 20 (26.4%), 31–40 (13.9%), and above 40 (9.0%). Undergraduates form the largest educational group (32.6%), followed by diploma holders and others (24.3% each), and postgraduates (18.1%). Social media (33.3%) and word-of-mouth from friends (32.6%) together account for nearly two-thirds of student discovery, underscoring the critical importance of digital branding and student satisfaction.

Variable	Category	Frequency	Percentage (%)
Age Group	Below 20	38	26.4%
	21–30 years	72	50.0%
	31–40 years	20	13.9%
	Above 40 years	13	9.0%
Education Level	Undergraduate	47	32.6%
	Postgraduate	26	18.1%
	Diploma	35	24.3%
	Others	35	24.3%
Source of Awareness	Social Media	48	33.3%
	Friends / Word of Mouth	47	32.6%
	Online Ads	27	18.8%
	College / Placement Cell	21	14.6%

*Table 2.1: Demographic Profile of Respondents*

## 2.2 Percentage Analysis of Key Brand Positioning Variables

Tables 2.2 through 2.5 present the distribution of responses across the key brand positioning and competitive strategy variables measured on a 5-point Likert scale.

Brand Attribute	SA (%)	A (%)	N (%)	D (%)	SD (%)
Brand reputation influences institute choice (Q3)	25.0	29.2	27.1	8.3	9.7
Well-known among students (Q5)	38.9	30.6	10.4	11.1	8.3
Courses aligned with industry trends (Q6)	33.3	27.8	19.4	5.6	13.2
Stands out compared to competitors (Q7)	22.9	26.4	31.9	9.0	9.0
Pricing reasonable vs. competitors (Q8)	21.5	25.7	22.2	12.5	17.4
Good value for money (Q9)	29.2	29.2	27.1	10.4	3.5
Courses updated regularly (Q10)	27.1	25.0	29.2	5.6	12.5
Perceived as reliable training provider (Q11)	27.1	25.7	8.3	14.6	23.6
Competitive advantage over other institutes (Q12)	25.7	29.2	18.1	18.1	8.3
Training quality meets expectations (Q13)	22.9	20.8	21.5	11.8	22.2
Brand Attribute	SA (%)	A (%)	N (%)	D (%)	SD (%)
Clear and consistent brand identity (Q14)	27.8	25.0	25.0	7.6	13.9
Practical sessions improve understanding (Q15)	34.7	22.9	24.3	8.3	9.0
Delivers on brand promises (Q16)	24.3	23.6	28.5	11.8	11.1
Expectations from institute fulfilled (Q17)	20.1	25.7	28.5	10.4	13.9
Brand positioning differentiates from competitors (Q18)	26.4	31.9	18.8	11.1	11.1
Better practical exposure than competitors (Q19)	23.6	33.3	23.6	16.7	2.1
Technical support is satisfactory (Q20)	30.6	14.6	29.2	11.1	13.9

**Table 2.2: Percentage Distribution of Brand Positioning Variables (SA = Strongly Agree, A = Agree, N = Neutral, D = Disagree, SD = Strongly Disagree)**

Interpretation: Pantech Solutions' brand awareness is the strongest attribute, with 69.5% agreeing that the institute is well-known among students. Practical exposure emerges as the clearest competitive differentiator, with 56.9% agreeing the institute provides better practical exposure than competitors — and the lowest disagreement rate (18.8%) of any competitive comparison item. Practical sessions improving understanding also shows strong endorsement at 57.6%. In contrast, pricing competitiveness is the most contested variable (47.2% agree vs. 29.9% disagree), and reliability perception records the highest disagreement rate in the entire study at 38.2%. Training

quality meeting expectations is highly polarized, with only 43.7% agreeing against 34.0% disagreeing — reflecting a critical experience gap.

### 2.3 Mean Score Analysis

Table 2.3 presents the mean scores and standard deviations for all 17 brand positioning variables.

Statement	N	Mean	Std. Dev
Pantech Solutions is well-known among students (Q5)	143	3.81	1.290
Good value for money (Q9)	143	3.71	1.102
Practical sessions improve understanding (Q15)	143	3.66	1.279
Courses aligned with current industry trends (Q6)	143	3.63	1.347
Better practical exposure than competitors (Q19)	143	3.60	1.085
Brand reputation influences choice (Q3)	143	3.52	1.228
Brand positioning differentiates from competitors (Q18)	143	3.52	1.295
Competitive advantage over other institutes (Q12)	143	3.46	1.278
Institute stands out compared to others (Q7)	143	3.45	1.199
Clear and consistent brand identity (Q14)	143	3.45	1.342
Courses updated regularly (Q10)	143	3.49	1.289
Delivers on brand promises (Q16)	143	3.38	1.279
Technical support is satisfactory (Q20)	143	3.37	1.383
Expectations from institute fulfilled (Q17)	142	3.28	1.291
Pricing reasonable compared to competitors (Q8)	143	3.22	1.380
Perceived as reliable training provider (Q11)	143	3.18	1.554
Statement	N	Mean	Std. Dev
Quality of training meets expectations (Q13)	143	3.10	1.461

**Table 2.3: Mean Score Analysis of Brand Positioning Variables**

Interpretation: The mean score profile reveals a brand that is awareness-strong but consistency-challenged. The four strongest brand dimensions are brand awareness among students (3.81), value for money (3.71), practical session effectiveness (3.66), and course industry alignment (3.63). The two weakest dimensions are training quality meeting expectations (3.10) and reliability perception (3.18) — both falling in the lower end of the scale. Pricing competitiveness (3.22) and expectation fulfillment (3.28) also warrant focused management attention.

## 3. STATISTICAL TESTS

### 3.1 Hypothesis 1 — Pearson Correlation: Brand Awareness vs. Brand Positioning Effectiveness

H<sub>0</sub>: There is no significant relationship between brand awareness and brand positioning effectiveness at Pantech Solutions.

H<sub>1</sub>: There is a significant relationship between brand awareness and brand positioning

effectiveness at Pantech Solutions.

	Brand Awareness (Q5)	Brand Positioning (Q18)
Pearson Correlation	1	-0.034
Sig. (2-tailed)	—	0.688
N	143	143

**Table 3.1: Correlation — Brand Awareness vs. Brand Positioning Effectiveness**

The Pearson correlation coefficient between brand awareness (Q5) and brand positioning effectiveness (Q18) is - 0.034, with a significance value of 0.688 ( $p > 0.05$ ). The null hypothesis is accepted — there is no statistically significant linear relationship between brand awareness and brand positioning effectiveness. This finding confirms that mere name recognition does not automatically translate into a strong competitive differentiation perception. Brand familiarity and brand distinctiveness are distinct strategic attributes that require separate management attention.

### 3.2 Hypothesis 2 — Pearson Correlation: Course Quality vs. Expectation Fulfillment

$H_0$ : There is no significant relationship between course quality and student satisfaction at Pantech Solutions.  $H_1$ : There is a significant relationship between course quality and student satisfaction at Pantech Solutions.

	Course Quality (Q13)	Expectations Fulfilled (Q17)
Pearson Correlation	1	0.086
Sig. (2-tailed)	—	0.306
N	143	142

**Table 3.2: Correlation — Course Quality vs. Expectation Fulfillment**

The Pearson correlation coefficient between course quality (Q13) and expectation fulfillment (Q17) is 0.086, with a significance value of 0.306 ( $p > 0.05$ ). The null hypothesis is accepted — no statistically significant relationship exists. This suggests that student expectations are shaped by a range of factors beyond course quality alone,

including placement support, faculty mentoring, peer learning environment, and administrative services. A holistic approach to improving the student experience, beyond course content improvements alone, is therefore necessary.

### 3.3 Hypothesis 3 — Chi-Square: Demographic Variables vs. Brand Positioning Perception

H<sub>0</sub>: There is no significant association between demographic variables and perception of brand positioning at Pantech Solutions.

H<sub>1</sub>: There is a significant association between demographic variables and perception of brand positioning at Pantech Solutions.

Test	Variable Pair	Chi-Square Value	df	Sig.
Chi-Square	Age Group vs Brand Positioning (Q18)	4.943	12	0.961
Chi-Square	Education Level vs Competitive Differentiation (Q7)	6.582	12	0.884

**Table 3.3: Chi-Square Tests — Demographic Variables vs. Brand Positioning**

Both Chi-Square tests yield significance values substantially above the 0.05 threshold ( $p = 0.961$  and  $p = 0.884$  respectively), leading to acceptance of the null hypothesis in both cases. There is no statistically significant association between demographic variables (age group or education level) and brand positioning or competitive differentiation perceptions. Students across all age groups and educational levels hold broadly similar perceptions of Pantech Solutions' brand positioning. This indicates that positioning communication is consistent across demographic segments, allowing the institute to implement a unified brand management approach without significant demographic segmentation.

## 4. CONCLUSION

This study provides a comprehensive empirical examination of brand positioning and competitive strategies at Pantech Solutions, grounded in primary data from 144 students analyzed through four statistical tools. The findings collectively reveal that the institute operates from a position of meaningful brand strength, while also facing critical gaps that must be strategically addressed.

Brand awareness is the single most positively perceived attribute (Mean = 3.81), and practical learning is widely recognized as the strongest competitive differentiator — with 56.9% of students agreeing that Pantech Solutions provides better practical exposure than competitors, and 57.6% affirming that practical sessions effectively improve their understanding. Overall, 58.3% of students acknowledge that the institute's brand positioning effectively differentiates it from competitors in the IT training market.

However, the study also identifies significant vulnerabilities. The most critical finding is the high disagreement rate on reliability perception (38.2%) — the highest in the entire study — which directly threatens the trust foundation on which long-term brand loyalty is built. Training quality meeting student expectations records the lowest mean score (3.10) of all brand attributes, reflecting an experience-delivery gap that constitutes a serious brand risk. Pricing competitiveness and expectation fulfillment also present challenges requiring systematic management.

The correlation analyses reveal important nuances: the absence of a significant relationship between brand awareness and brand positioning effectiveness ( $r = -0.034$ ,  $p = 0.688$ ) confirms that awareness, while strong, must be deliberately converted into clear competitive differentiation through specific value communication. The consistency of brand perceptions across all demographic groups allows the institute to implement a unified strategic brand management approach.

In conclusion, Pantech Solutions possesses a strong brand foundation built on genuine expertise, two decades of institutional heritage, and a practical learning philosophy that resonates with its student base. To translate this foundation into a durable and growing competitive advantage, the institute

must invest systematically in closing experience gaps — particularly in training quality consistency, reliability delivery, and value communication. By aligning its brand promise more precisely with its actual delivery capability and leveraging its dominant strength in practical exposure, Pantech Solutions is well-positioned to reinforce its competitive standing and sustain growth in India's evolving IT training landscape.

## 5. SUGGESTIONS

Based on the empirical findings of this study, the following strategic recommendations are proposed for Pantech Solutions:

- Develop a comprehensive digital brand strategy leveraging social media and word-of-mouth — the two dominant student discovery channels — through consistent content marketing, student success stories, alumni testimonials, and faculty thought leadership targeting the 21–30 age demographic.
- Address the critical reliability perception gap by implementing standardized course delivery protocols, consistent faculty quality standards, and transparent communication about program expectations and outcomes. Reliability is the most urgent brand positioning challenge with the greatest long-term impact on brand trust.
- Establish a structured curriculum review process involving industry advisory panels to ensure all programs demonstrably reflect current industry demands, and proactively communicate course update activities to enrolled and prospective students as part of a brand transparency strategy.
- Implement a faculty development program and standardized training quality audit framework to close the expectation-delivery gap. Regular module-level and course-level feedback collection, followed by structured improvement cycles, will reduce the polarization in training quality perceptions.
- Develop a value communication strategy that clearly articulates the practical outcomes and career benefits students receive relative to their investment, to address pricing competitiveness concerns. Merit-based scholarships and flexible payment options can further improve accessibility.
- Elevate practical learning as the primary brand message across all marketing and communication materials, and invest in expanding and upgrading practical training infrastructure — lab equipment, live project access, and industry-linked assignments.
- Implement a comprehensive student feedback and relationship management system capturing satisfaction data at multiple touchpoints throughout the student journey, with clear accountability for acting on identified gaps.
- Develop a formal student ambassador and alumni referral program to leverage the most cost-effective and credible marketing channel available — peer word-of-mouth — while simultaneously strengthening community and belonging among students.

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