

# Marketing mix and brand positioning: the case of the Innovadent company

## Marketing mix y posicionamiento de marca: el caso de la empresa Innovadent

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### ABSTRACT

**Objective.** To identify how the marketing mix is related to the brand positioning of the company Innovadent in the city of Huánuco (Peru), 2023. **Methods.** The type of study was applied, correlational and quantitative. The population consisted of 255 clients who visited Innovadent from July to September 2023 and the sample size was 155 clients. Two survey questionnaires were used as data collection instruments. Statistical tests were performed using Spearman's rho. **Results.** The results obtained evidence that the appropriate combination of elements of the marketing mix, such as the variety of dental services offered, the perception of value for price, the presence in social networks and the quality of the physical environment of the clinic, contribute significantly to the positive perception of the brand by customers. **Conclusion.** It was determined that there is a very high positive correlation between the marketing mix and the brand positioning of Innovadent in Huánuco.

**Keywords:** marketing; positioning; brand; differentiation; recognition.

### RESUMEN

**Objetivo.** Identificar cómo el *marketing mix* se relaciona con el posicionamiento de marca de la empresa Innovadent de la ciudad de Huánuco (Perú), 2023. **Métodos.** El tipo de estudio fue aplicado, correlacional y cuantitativo. La población estuvo conformada por 255 clientes que visitaron la empresa Innovadent, en los meses de julio a setiembre del 2023 y el tamaño de la muestra fue de 155 clientes. Como instrumentos de recolección de datos se emplearon dos cuestionarios de encuesta. Las pruebas estadísticas se realizaron empleando el rho de Spearman. **Resultados.** Los resultados obtenidos evidencian que la combinación adecuada de elementos del *marketing mix*, como la variedad de servicios dentales ofrecidos, la percepción de valor por precio, la presencia en redes sociales y la calidad del entorno físico de la clínica, contribuyen de manera significativa en la percepción positiva de la marca por parte de los clientes. **Conclusión.** Se determinó que existe una correlación positiva muy alta entre el *marketing mix* y el posicionamiento de marca de Innovadent en Huánuco.

**Palabras clave:** marketing; posicionamiento; marca; diferenciación; reconocimiento.

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## INTRODUCTION

In actuality, the *marketing mix* and the brand positioning are fundamental elements to the success of any company (Borragini, 2022). These concepts have become even more relevant in a highly competitive and constantly evolving business environment.

According to Kotler y Armstrong (2012), The *marketing mix* is a fundamental tool for the success of any company, since its proper management can help the company develop a competitive advantage and a brand image.

Furthermore, brand positioning refers to the strategy that enables a company to differentiate its products or services from those of its competitors in the market. Its importance is based on building customer loyalty and generating long-term value. (Ries and Trout, 2002).

At international level, Fuentes Rivera (2019) declares that dental care has experienced transformation in the perception of the public, since the demand is not only focused on the quality of treatments, but also on the overall patient experience. *The marketing mix*, integrating the elements of product, price, place and promotion. (Kotler and Armstrong, 2012), has become a strategic component for reaching and retaining patients in the global market of dental services.

At the national level, this trend is increasing with the variety of services provided by dental clinics. Despite this, the way in which the *marketing mix* is implemented and directly related to brand positioning varies among different medical centers (Arevalo, 2022).

This view is supported by the study developed by Cassinelli (2018), who states that when the *marketing mix* and brand positioning are handled correctly, dental clinics have the ability to increase their fame, develop their patient base and increase their profits.

The Innovadent dental clinic in the city of Huánuco (Peru) is involved in this atmosphere of transformation and competition. Despite providing a diversity of dental services, its brand perception and market positioning may be unclear, which could affect customer preference.

In this sense, the objective of the research was to identify to what extent the *marketing mix* is related to the brand positioning of the company Innovadent; this will allow making decisions to improve the company's position.

## METHODS

### Type and study area

The research had a quantitative approach, applied type and, according to its scope, was correlational; in addition,

a research design of descriptive correlational type was used. The area where it was carried out was in the company Innovadent, the period of the study was from November 2023 to February 2024.

### Population and sample

The study population consisted of 255 patients who visited Innovadent. The sample size was 155 patients and the type of sampling used was random probability sampling.

### Variables and data collection instruments

The marketing variable is a set of *marketing* elements, such as product, price, place and promotion, which can be controlled and combined by the company to generate the desired response in the target market (Kotler and Armstrong, 2016). The instrument used was a survey questionnaire consisting of 15 questions elaborated based on the indicators derived from the four dimensions of the variable.

On the other hand, the brand positioning variable refers to creating a mental image of the products and services offered together with their differentiating characteristics in the minds of the target market's customers (Ferrell and Hartline, 2016). The instrument for data collection was a survey questionnaire consisting of 12 questions elaborated based on the indicators arising from the four dimensions of the variable.

Both variables were measured based on the Likert scale (very bad, bad, fair, good and very good). Their reliability was measured through Cronbach's alpha whose result of 0.995 was, therefore, very reliable.

### Data collection techniques and procedures

The technique used for the development of the research was the survey and the instrument was the questionnaire, prepared by the author and with response options based on the Likert scale, which was validated through the judgment of three experts in the field. This questionnaire was applied to the sample, after authorization from the company by means of a request that was answered positively. After that, the objective of the study and the informed consent were explained to the clients entering the company; after that, the data collected were tabulated in the Excel spreadsheet and exported to the IBM SPSS program, version 27.

### Data analysis

The tabulated data were inserted into the IBM SPSS Statistics program, through which the tables were obtained and presented as frequencies and percentages for the descriptive analysis. Normality tests and hypothesis tests were also performed through Spearman's Rho for inferential analysis.



## Ethical aspects

The research did not involve human beings or experimental animals and was carried out applying the Code of Ethics for Research of the Universidad Nacional Hermilio Valdizán, which is governed by the following principles: protection of people, care for the environment and biodiversity, informed consent, responsibility, scientific rigor and veracity, honesty, justice, privacy and confidentiality, and responsible disclosure of the research.

## RESULTS

The following are the results of the survey applied to 155 customers of the company Innovadent, who with respect to the dimensions of the marketing mix, responded as follows: regarding the product dimension it was found that the majority considered it as good

and very good (63.9 %), regarding the price dimension it was found a good and very good general satisfaction (78.8 %), regarding the place dimension it was found a good and very good general satisfaction (67.7 %) and regarding the promotion dimension it was found a good and very good general satisfaction (57.8 %) (see Table 1).

Regarding the dimensions of brand positioning, they responded as follows: regarding the brand recognition dimension, it was found that the majority considered it as regular and good (62.7%), regarding the brand differentiation dimension, a regular and good general satisfaction was found (61.3%), regarding the brand value dimension, a regular and good general satisfaction was found (58.5%) and regarding the competitive positioning dimension, a regular and good general satisfaction was found (58.5%) (see Table 2).

**Table 1**  
*Result of the dimensions of the marketing mix variable*

Marketing mix	n = 155									
	very bad		bad		Regular		Good		very good	
	fi	%	fi	%	fi	%	fi	%	fi	%
<b>Product</b>										
How do you evaluate the range of dental services offered by Innovadent in terms of the range of procedures and treatments available to maintain oral health, prevent dental disease and address existing problems?	6	3.9	16	10.3	40	25.8	44	28.4	49	31.6
In your opinion, how would you rate the dental health services you have received at Innovadent?	6	3.9	8	5.2	48	31.0	58	37.4	35	22.6
How do you perceive the application of new technologies in the dental procedures offered by Innovadent in terms of efficiency, precision and comfort?	6	3.9	8	5.2	40	25.8	45	29.0	56	36.1
How do you evaluate the waiting time for obtaining appointments and services at Innovadent in terms of speed and convenience?	6	3.9	0	0	40	25.8	53	34.2	56	36.1
<b>Price</b>										
How do you evaluate the relationship between the price of dental services at Innovadent and the benefits you have received in terms of oral health?	6	3.9	24	15.5	55	35.5	35	22.6	35	22.6
¿Cómo evalúa la flexibilidad de las opciones de pago ofrecidas por Innovadent en términos de satisfacer sus preferencias financieras?	16	10.3	24	15.5	66	42.6	21	13.5	28	18.1
How do you evaluate the flexibility of the payment options offered by Innovadent in terms of meeting your financial preferences?	18	15.5	46	29.7	50	32.3	28	18.1	7	4.5
<b>Place</b>										
How do you evaluate Innovadent's physical location in terms of availability and ease of access for you as a customer?	6	3.9	16	10.3	40	25.8	44	28.4	49	31.6
How would you rate the convenience of Innovadent's attention hours in relation to your needs and availability?	6	3.9	0	0	24	15.5	62	40.0	63	40.6
How do you evaluate the general environment and conditions of the Innovadent dental clinic in terms of safety, cleanliness and comfort?	6	3.9	0	0	40	25.8	53	34.2	56	36.1
How do you evaluate the effectiveness of the communication channels used by Innovadent to convey relevant information to customers?	6	3.9	8	5.2	48	31.0	44	28.4	49	31.6

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Marketing mix	n = 155									
	very bad		bad		Regular		Good		very good	
	fi	%	fi	%	fi	%	fi	%	fi	%
<b>Promotion</b>										
How do you evaluate Innovadent's participation and visibility on social media platforms in terms of relevant information and communication with the audience?	16	10.3	32	20.6	58	37.4	28	18.1	21	13.5
How do you evaluate the quality and relevance of the content provided by Innovadent in its different communication channels?	32	20.6	60	38.7	35	22.6	21	13.5	7	4.5
What is your opinion of the loyalty programs offered by Innovadent in terms of benefits and rewards for frequent customers?	6	3.9	32	20.6	61	39.4	35	22.6	21	13.5
How do you evaluate the effectiveness of Innovadent's recent advertising campaigns in terms of conveying clear and attractive messages?	6	3.9	32	20.6	54	34.8	35	22.6	28	18.1

The relationship between the marketing mix and brand positioning variables was very high positive ( $\rho = 0.998$ ;  $p = 0.000$ ). Regarding the relationship between the *marketing mix* dimensions and the brand

positioning variable, the product dimension was highly positively related ( $\rho = 0.985$ ;  $p = 0.000$ ); similarly, the price dimension was highly positively related ( $\rho = 0.987$ ;  $p = 0.000$ ). The place dimension is highly

**Table 2**

*Results of the dimensions of the variable brand positioning*

Brand positioning	n = 155									
	Very bad		Bad		Regular		Good		Very good	
	fi	%	fi	%	fi	%	fi	%	fi	%
<b>Brand recognition</b>										
How would you evaluate Innovadent's effectiveness in being recognized and remembered by the target audience compared to other dental clinics?	24	15.5	0	0	55	35.5	48	31.0	28	18.1
How would you evaluate the expertise of Innovadent's staff in terms of technical and specialized knowledge to perform dental treatments?	6	3.9	24	15.5	40	25.8	50	32.3	35	22.6
How do you perceive the association between Innovadent and the positive attributes you value in a dental practice?	6	3.9	8	5.2	64	41.3	35	22.6	42	27.1
<b>Brand differentiation</b>										
To what extent do you perceive that Innovadent introduces innovations in the delivery of its services to offer additional value?	14	9.0	24	15.5	54	34.8	35	22.6	28	18.1
How would you rate the personalized attention you have received from Innovadent compared to your expectations?	6	3.9	8	5.2	48	31.0	51	32.9	42	27.1
To what extent has Innovadent's brand image impacted your confidence and choice to use its services?	6	3.9	24	15.5	62	40.0	35	22.6	28	18.1
<b>Brand value</b>										
How do you perceive Innovadent's exclusivity compared to other options available on the market?	6	3.9	16	10.3	40	25.8	51	32.9	42	27.1
To what extent are the additional benefits offered by Innovadent significant in your choice of dental practice?	8	5.2	38	24.5	60	38.7	28	18.1	21	13.5
How do you evaluate the effectiveness of Innovadent's communication in relation to the brand's identity and values?	22	14.2	40	25.8	51	32.9	21	13.5	21	13.5
<b>Competitive positioning</b>										
In your experience comparing Innovadent with other dental clinics, what would be your assessment in terms of services offered, prices and marketing strategies?	14	9.0	32	20.6	60	38.7	28	18.1	21	13.5
How would you rate Innovadent's overall reputation in the Huanuco market?	6	3.9	16	10.3	40	25.8	51	32.9	42	27.1
How do you think the evaluation of customer opinions contributes to the positioning of Innovadent in the dental market of Huánuco?	6	3.9	16	10.3	56	36.1	42	27.1	35	22.6

positively related ( $\rho = 0.981$ ;  $p = 0.000$ ) and there is a very high positive relationship with the promotion dimension ( $\rho = 0.980$ ;  $p = 0.000$ ) (see Table 3).

**Table 3**  
*Relationship between the dimensions of the marketing mix and brand positioning of the company Innovadent*

Brand positioning and its relationship between the dimensions of the marketing mix	Rho de Spearman	p-value
Brand positioning	0.998	0,000
Dimensions		
Product	0.985	0,000
Price	0.987	0,000
place	0.981	0,000
Promotion	0.980	0,000

## DISCUSSION

The theories that support the results of this research are: on the one hand, the *marketing mix*, which, according to Kotler and Keller (2012), is a set of tools that companies use to achieve their *marketing* objectives and is composed of product, price, place and promotion, so it is also known as the 4 Ps of *marketing*. On the other hand, brand positioning is the strategy used by a company to create a specific image of its brand in the minds of consumers, differentiating it from its competitors (Ferrell and Hartline, 2012).

Bedoya (2023) states that a well-structured *marketing mix* significantly improves brand perception, which is supported by the research results, which show a positive valuation of 0.998 between the *marketing mix* and brand positioning. This finding reinforces the thesis of Bedoya (2023) who suggests that the marketing strategies applied by Innovadent are effective and consistent with industry best practices.

Carñete (2020) argues that the product dimension is fundamental to brand positioning. In our study, the product variable showed a correlation of 0.985 with brand positioning, which coincides with Carñete’s findings. This indicates that the quality and characteristics of the dental service offered by Innovadent are perceived positively by customers, reinforcing its market positioning.

Chahua (2022) found that promotion is a critical component of the marketing mix that affects brand perception. In our research, the promotion variable had a correlation of 0.980 with brand positioning, which supports Chahua’s assertion. However, this correlation is lower than that of the marketing mix as a whole, suggesting that while promotion is important, other elements of the *marketing mix* may have an even greater impact.

Mejía (2022) argues that price can be a determining factor in the purchase decision, but its impact varies

according to the sector. In our research, the price variable showed a correlation of 0.987 with brand positioning, which indicates that, although it is relevant, its influence is minor compared to other components of the *marketing mix*. This suggests that, in the dental services sector, service quality and customer experience may be more influential than price.

Romero (2021) found a significant and very high relationship between product dimension and cooperative positioning. In our research, the correlation between product and brand positioning was 0.985, which coincides with Romero’s findings. This reinforces the idea that the perception of the services offered is crucial for the positioning of the brand in the market.

Finally, Ponte (2021) highlights the importance of place (distribution) in the marketing mix, suggesting that a good location can improve brand positioning. In our study, the variable plaza had a correlation of 0.981, which coincides with Ponte’s statement. However, this correlation is lower than that of the marketing mix as a whole, suggesting that, although location is important, other factors such as service quality and promotion may be more determinant in brand perception. The strengths of the research were the descriptive correlational design employed, the anonymity of the responses, which encouraged the sincerity of the respondents, and the statistical results, which evidenced the degree of relationship between the study variables. With respect to the limitations identified, these were: the geographic scope, since it was restricted to the city of Huánuco, so inferences could not be made to other regions, the dependence of the evaluation and, finally, time and resources, which were limited for a more extensive investigation over time.

## CONCLUSIONS

In this research it was identified that there was a very high degree of positive relationship between the *marketing mix* and the brand positioning of the company Innovadent of the city of Huanuco (Peru). In order to reach the general conclusion of the research, it was established that product, price, place and promotion have a very high positive relationship with the brand positioning of the company Innovadent in the city of Huanuco (Peru).

### Recommendation

Focus on maintaining and improving the right combination of elements of the marketing mix, especially the variety of dental services offered, the perception of value for money, the presence in social networks and the quality of the physical environment of the clinic. Likewise, it is essential to continue to strategically manage the marketing mix to enhance brand positioning and customer satisfaction, highlighting the importance of

differentiation, quality and excellence in service delivery as essential pillars for business success in a competitive environment.

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### Authorship contribution

KYTC: conception, article design and data collection.  
LHBS: article writing, discussion and final review of the article.



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### Conflict of interest statement

The authors declare no conflicts of interest.

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