

Vol 4 Issue 8 Feb 2015

ISSN No :2231-5063

International Multidisciplinary
Research Journal

Golden Research
Thoughts

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RNI MAHMUL/2011/38595

ISSN No.2231-5063

Golden Research Thoughts Journal is a multidisciplinary research journal, published monthly in English, Hindi & Marathi Language. All research papers submitted to the journal will be double - blind peer reviewed referred by members of the editorial board. Readers will include investigator in universities, research institutes government and industry with research interest in the general subjects.

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GRT THE IMPORTANCE OF PRODUCT POSITIONING AND WAYS TO POSITIONING THE BRAND

Ramakrishna Mohan Rao Munaga

Abstract:-Product positioning is an important element of a marketing plan. Product positioning is the process marketers use to determine how to best communicate their products' attributes to their target customers based on customer needs, competitive pressures, available communication channels and carefully crafted key messages. Effective product positioning ensures that marketing messages resonate with target consumers and compel them to take action.

Keywords:Create, Distinctive, Place, Minds, Potential, Customers.

INTRODUCTION:

A traditional definition of positioning is the act of designing your product or service to occupy a distinctive place in the mind of your target audience. When a potential customer looks at your product, you want them to emotionally respond to it in a specific way. You don't want the potential customer coming to their own conclusions, so you weave positioning through the individual elements of your marketing plan to set up the preferred response.



Effective product positioning positively impacts sales

IMPORTANCE OF PRODUCT POSITIONING/WHY POSITIONING

1. To create a distinctive place of a product or service in the minds of potential customers.
2. To provide a competitive edge to a product or service i.e. an attempt to convey attractiveness of the product or the service to the target market.

3. Place an intangible service within a more tangible frame of reference.
4. Help influence both service development and the redesign of existing services.
5. Follow consideration of competition's possible moves and responses so that appropriate action can be taken as.
6. To give the target markets the reason of buying your services and then design the whole strategy.
7. To provide guidelines for the development of marketing mix with each element being consistent with the positioning.

Ways to Positioning the Brand

1. Use Situations:

The marketer can identify use situations for his brand or product and analyze customer perception of existing competitor brands in different use situations. Based on this analysis the firm can position its brand.

2. Emphasizing tangible Benefits:

The brand may even be positioned on the basis of tangible benefits that it offers to customers. These are in the form of specific features and sometimes through its price and distribution.

3. Linking to Uses:

Another approach to position the brand is to identify the possible uses, which the firm's brand can be put to. In a way it may appear to be the same as use situations, but it is different here as we are talking about all the possible uses of a product or brand.

4. Head-on Competitive Positioning:

This is the strategy of placing a firm's brand next to the leader in the market and trying to uproot it on a specific tangible variable.

5. Life Style Positioning:

A firm may even position the brand as a life style component – contemporary or futuristic. Many of today's new kitchen appliances like the microwave oven, readymade garments, textiles and watches are positioned accordingly.

6. Benefits Offered:

Another way to position the brand is to highlight benefits that customers get in using the product. Emotional relationship is one of the strong reasons to buy a brand. As in the case of Garden Varelli, which offers the woman the benefit of looking pretty and fascinating to the opposite sex?

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