Paper –Marketing Management | Dr. James Hussain
Paper Code-MB-105, | Assistant Professor (Guest Faculty)
MBA, Sem-I | Email.-mbajames123@gmail.com

Topic- Market Positioning

Market segmentation strategy and marketing positioning strategy are like two sides of a coin. Once a firm has decided which segments (niches), of a market it will enter, it must decide what position(s) it wants to occupy in those segments. Marketer's ability to bring attention to a product and to differentiate it in a favourable way from similar products goes a long way towards determining that product's revenues and the company's profits. Thus, marketing managers need to engage themselves in market positioning.

"A product's position is the way the product is defined by consumers on important attributes- the place the product occupies in consumers' minds relative to competing products." "Positioning means developing the image that a product project-Kotler and Armstrong in relation to competitive products and to firm's other products."-William Stanton

Positioning is the act of designing the company's image and value offer so that the segment's customers understand and appreciate

Each firm needs to develop a distinctive positioning for its market offering. Positioning is the act of designing the company's offering and image to occupy a distinctive place in the target market's mind. Each company must decide how many differences to promote to its target customers. Many

marketers advocate promoting only one central benefit and Rosser Reeves called it as a unique selling proposition". Some of the USPS includes "best quality", "best service", "Lowest price", "best value", "safest", "more advanced technology" etc. If a company hammers away at one of these positioning and delivers on it, it will probably be best known and recalled for these strengths.

Not everyone agrees that single-benefit positioning is always best. Double benefit positioning may be necessary if two or more firms claim to be best on the same attribute. There are even cases of successful triple-benefit positioning.

As the companies increase the number of claims for their brand, they risk disbelief and a loss of clear positioning. In general, a company must avoid four major positioning errors.

1) Under positioning: Some companies discover that buyers have only a vague idea of the brand. The brand is seen as just another entry in a crowded marketplace.

2) Over-positioning: Buyers may have too narrow image of the brand.

3) Confused Positioning: Buyers might have a confused image of the brand resulting from the company's making too many claims or changing the brand's positioning too frequently.

4)Doubtful Positioning: Buyers may find it hard to believe the brand claims in view of the product's features, price or manufacturer.