

# Brand attributes and consumer motivation

[Business](#), [Marketing](#)



BRAND ATTRIBUTES AND CUNSUMER MOTIVATION al Affiliation) Brand positioning is how a brand can bedifferentiated from that of the competitors and how it sits in a market. This describes who the company is, both emotionally and intellectually, and what it aspires to be. Brand positioning is aimed at allocating products and services in certain communicative channels in order to meet the needs of customers. Brand positioning is crucial to any organization because it is able to implement the organization’s objectives, goals, and missions.

In my organization, brand positioning is done by using attributes. This is by relying on the products and services features to differentiate the company’s brand. Brand attributes refers to features that provide the physical and personality aspects of the brand. Our brand attribute was developed through our company’s logo and the way we conduct our business (Signature Strategies). This attributes were aimed at creating the company’s brand identity. This also aimed at putting our message across clearly about the facts about our company, the products, and services that we provide. Unfortunately, our company has had the challenge of keeping up with competitors. When they come with a more advance model, ours is often rendered useless.

According to Sanjay Rao’s (2013) we can be able to improve on the company’s brand positioning strategy by differentiating our brand.

Competitors often get an upper hand because our brand is not completely different from theirs. Differentiation in this case means that we need to make our products, services, and logo unique so that our customers do not confuse our products, services, and logo with that of our competitors. For this reason,

we need to improve on our research and development sector. On top of this, we need to make use of modern technology so that we can continuously find ways of improving our products and services in relation to changes in customers' needs and preferences.

One aspect that is very crucial in the success of our brand positioning is that it needs to relate to our target market. The company needs improve on its technology so that it can employ better techniques of collecting and analyzing the market. This will help the company know what exactly is expected by customers. We need to improve our products and services according to the expectations of our customers while keeping in mind that their expectations continuously change. We also need to research on our competitors attribute in terms of their logo to make sure that our logo is unique to the market and that it is also acceptable in this market. This will help the company mitigate the risk of losing customers to competitors because of confusion in the similarities of the attributes.

The company also needs to assess the brand differentiation strategy while keeping in mind the company's need to generate revenues. While positioning our brand, we need to consider the company's market share and market size. This is by looking at the demand of the business activities in a particular market. The company needs to map the products and services in order to identify gaps in the marketplace, understand the competitors, understand if the company is entering a crowded market, and this will also help in understanding the criteria in which customers in a particular market position different brand in the market. This will help the company to make informed decision on marketing strategies for the brand. This will also help

the company to be able to understand the potential effects of any actions to the current position of the brand.

It is clear that brand positioning is crucial in any business competitiveness in any business because it helps in the implementation of the organization's objectives, goals, and missions. It is crucial to always look at ways of improving the brand positioning because of the continuous change in the market. This will also help an organization be able to relay information about its purpose, core belief, and branding (McQuinn, 2014).

#### Bibliography

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