

# Positioning Error



There are various positioning errors, such as-

- ❖ **Under positioning**
- ❖ **Over positioning**
- ❖ **Confused positioning**
- ❖ **Doubtful Positioning**



# Under positioning

- ❖ Failing to present a strong central benefit or reason to buy the product.
- ❖ occurs when customers cannot readily identify the brand or the brand's features. The product must stand out in the mind of the consumer

Example: solar lamp



# Over positioning

- ❖ marketers makes the product too special, so the potential customer group becomes too small.
- ❖ It means that buyers believe that the product is meant for a very select audience because it is premium priced.

Example: Aqua Sure



# Confused positioning

- ❖ By claiming two or more benefits that contradict each other.
- ❖ Too many benefits or claims, or when the brand attempts to position in too many segments.

Example: NeXT computers



# Doubtful Positioning

- Claiming a benefit that customers will doubt that the brand can actually deliver.

Example: Fair and Handsome



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